PSJ2 Exh 103

Percocet®

Quarterly Business Review

First Quarter 2002

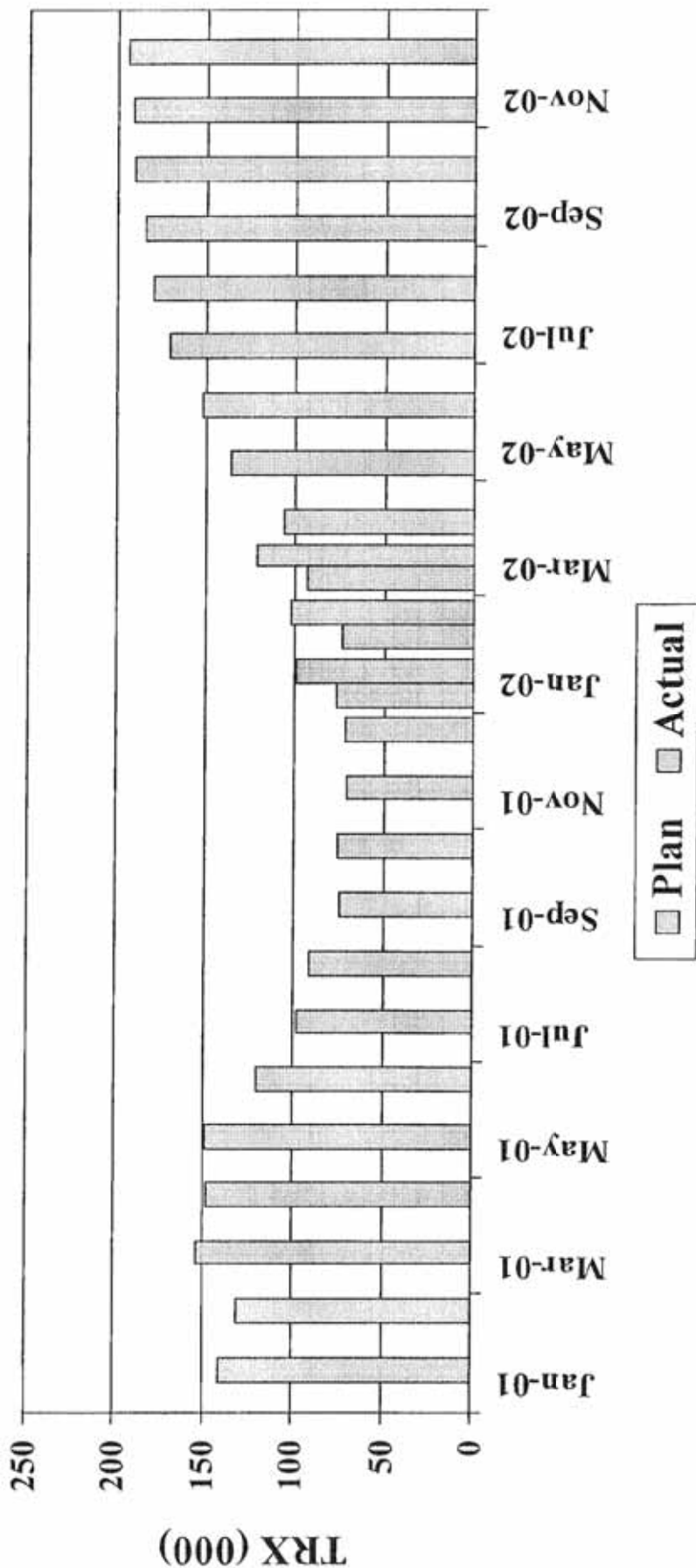# Percocet® - Factory Sales

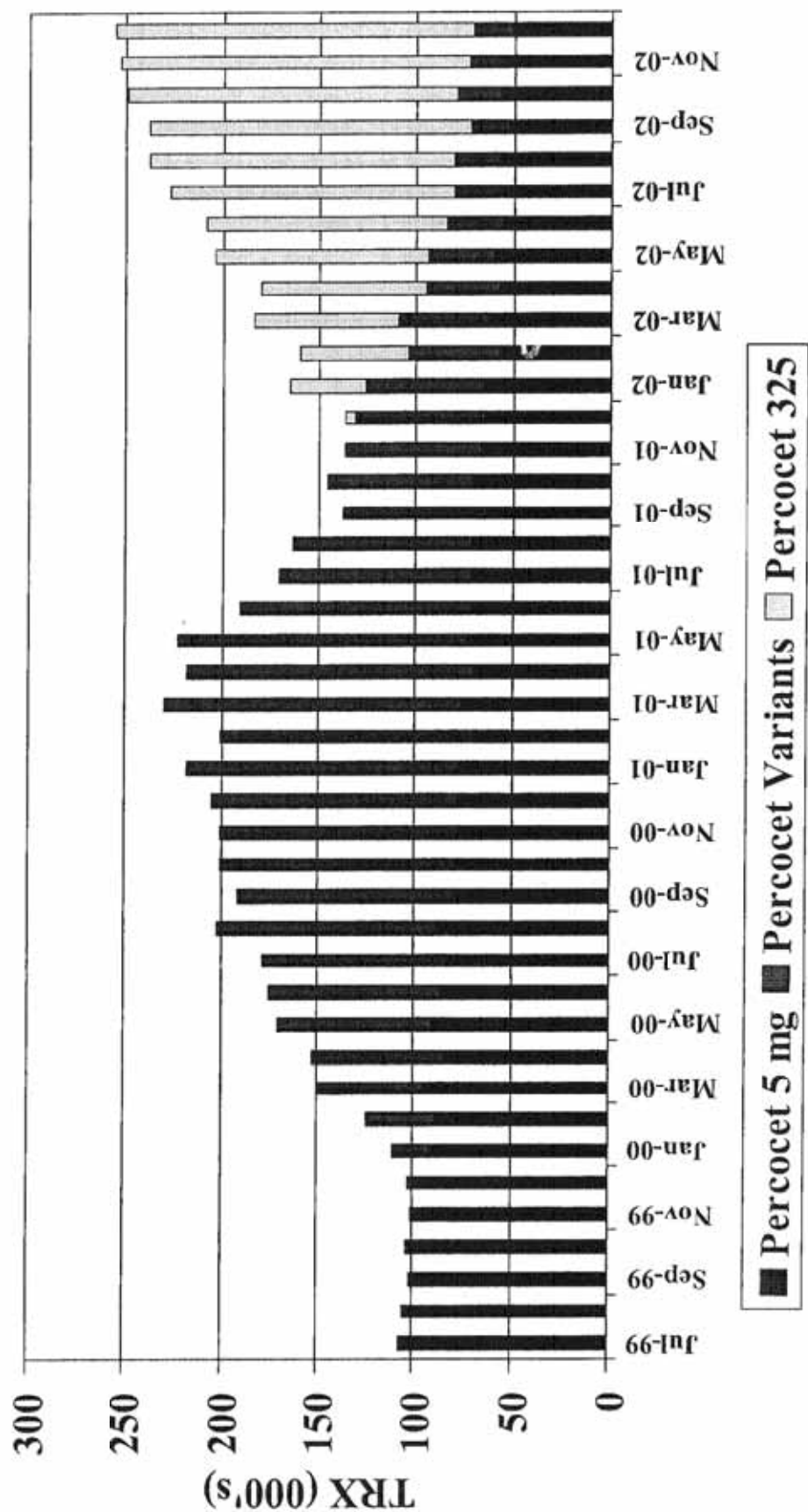## Factory Sales Performance
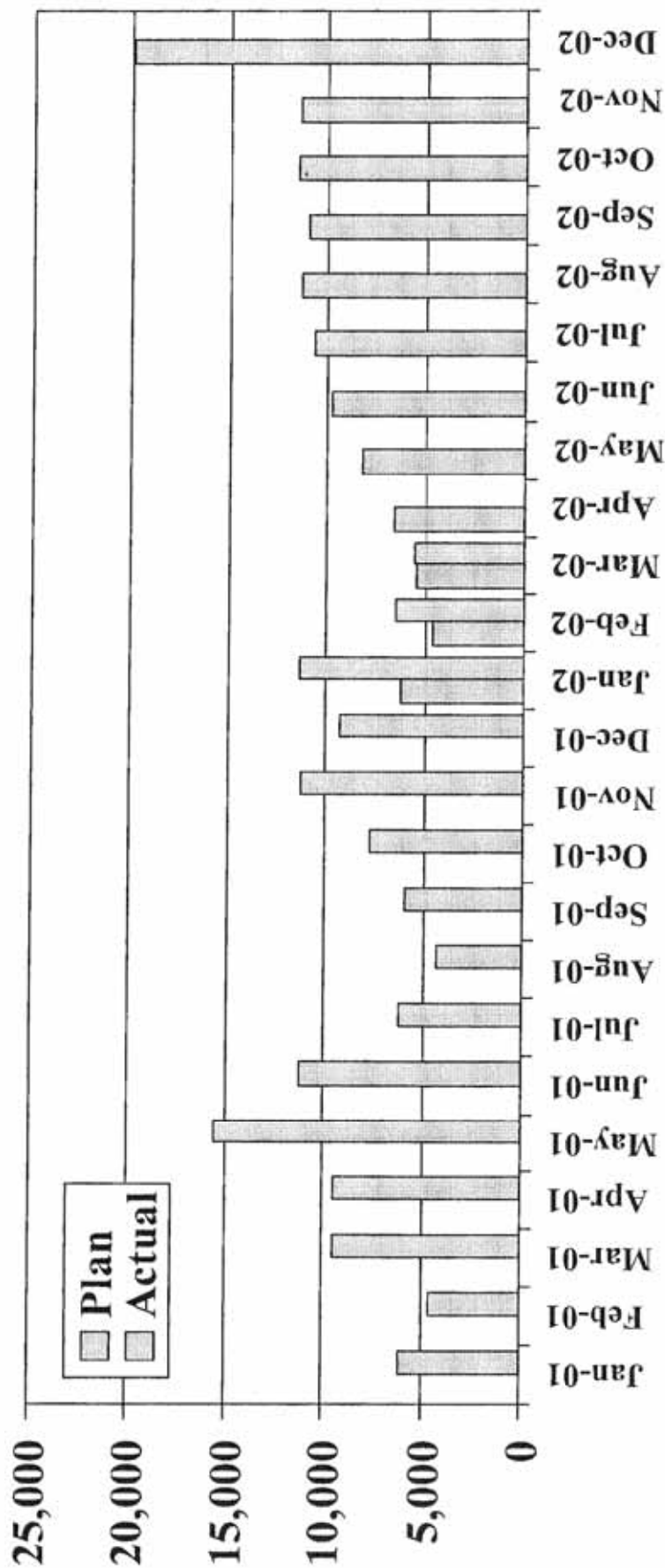
Strictly Confidential and Proprietary

Percocet® - TRx Trend

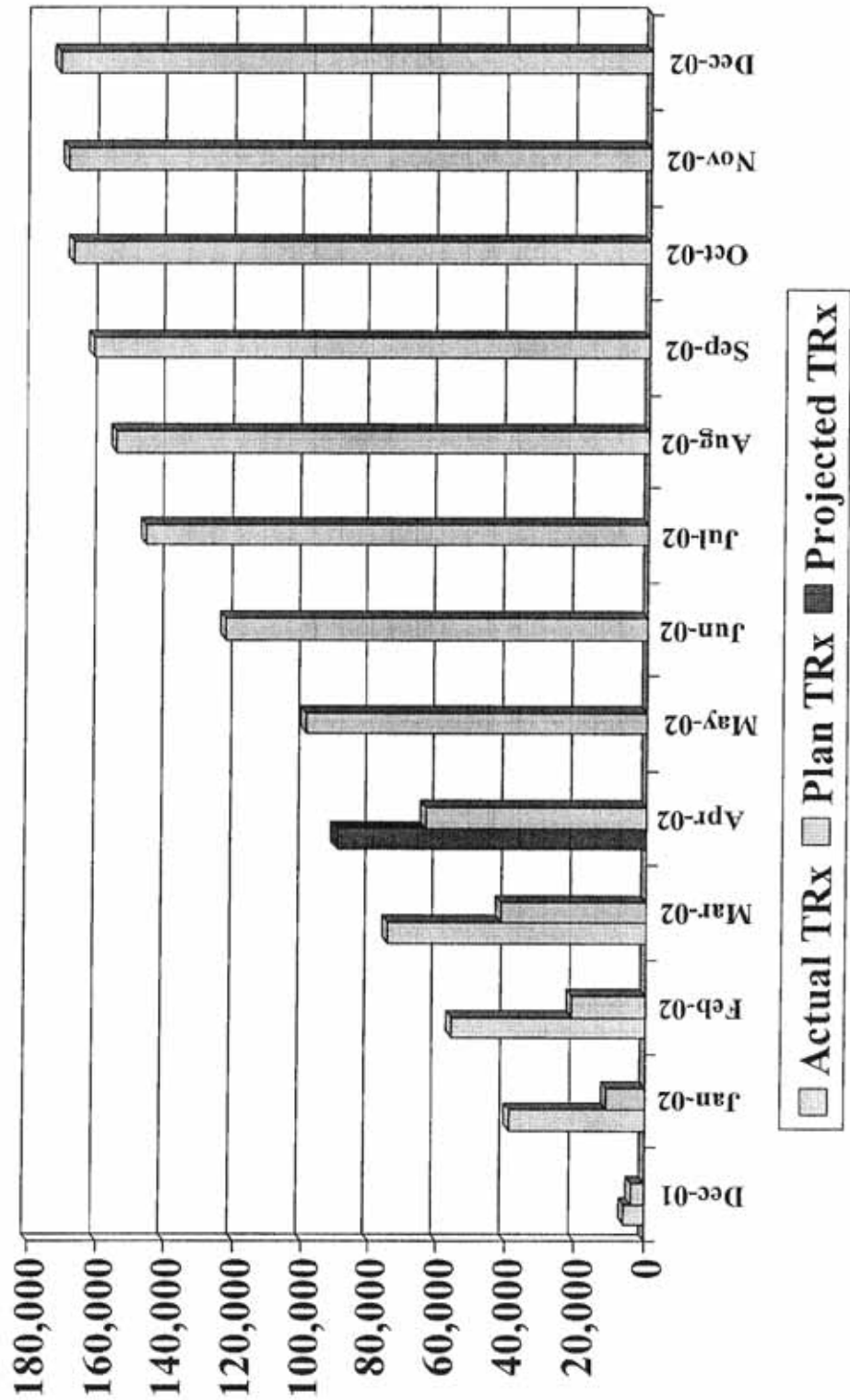## Total Percocet Prescription Actuals vs. Plan

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Percocet® Prescription Trends

Chart: TRX (000's) by month from Jul-99 through Nov-02, showing Percocet 5 mg, Percocet Variants, and Percocet 325.

Y-axis (TRX (000's)): 0, 50, 100, 150, 200, 250, 300

X-axis months: Jul-99, Sep-99, Nov-99, Jan-00, Mar-00, May-00, Jul-00, Sep-00, Nov-00, Jan-01, Mar-01, May-01, Jul-01, Sep-01, Nov-01, Jan-02, Mar-02, May-02, Jul-02, Sep-02, Nov-02

Legend: ■ Percocet 5 mg ■ Percocet Variants ▢ Percocet 325

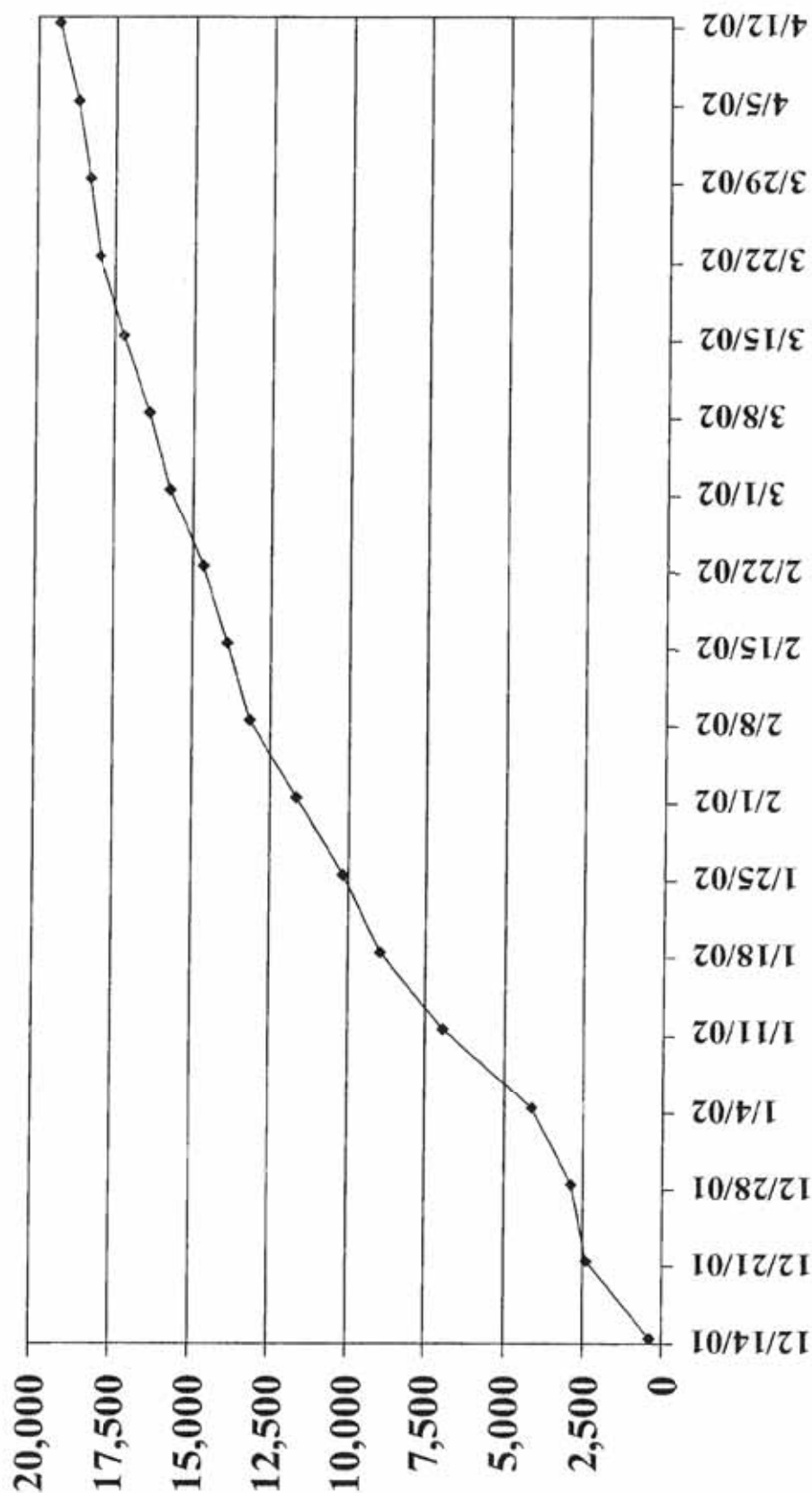Strictly Confidential and Proprietary

Percocet® 7.5/325 and 10/325
Actual TRx vs. Plan TRx

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Legend: ☐ Actual TRx ☐ Plan TRx ■ Projected TRx

X-axis categories (reading the bar chart): Dec-01, Jan-02, Feb-02, Mar-02, Apr-02, May-02, Jun-02, Jul-02, Aug-02, Sep-02, Oct-02, Nov-02, Dec-02

Y-axis scale: 0, 20,000, 40,000, 60,000, 80,000, 100,000, 120,000, 140,000, 160,000, 180,000

Percocet® 7.5/325 and 10/325 Weekly TRx Trend

Percocet® 7.5/325 and 10/325 Actual Tablets vs. Plan Tablets

Strictly Confidential and Proprietary

Legend: ☐ Actual Tablets ☐ Plan Tablets ■ Projected Tablets
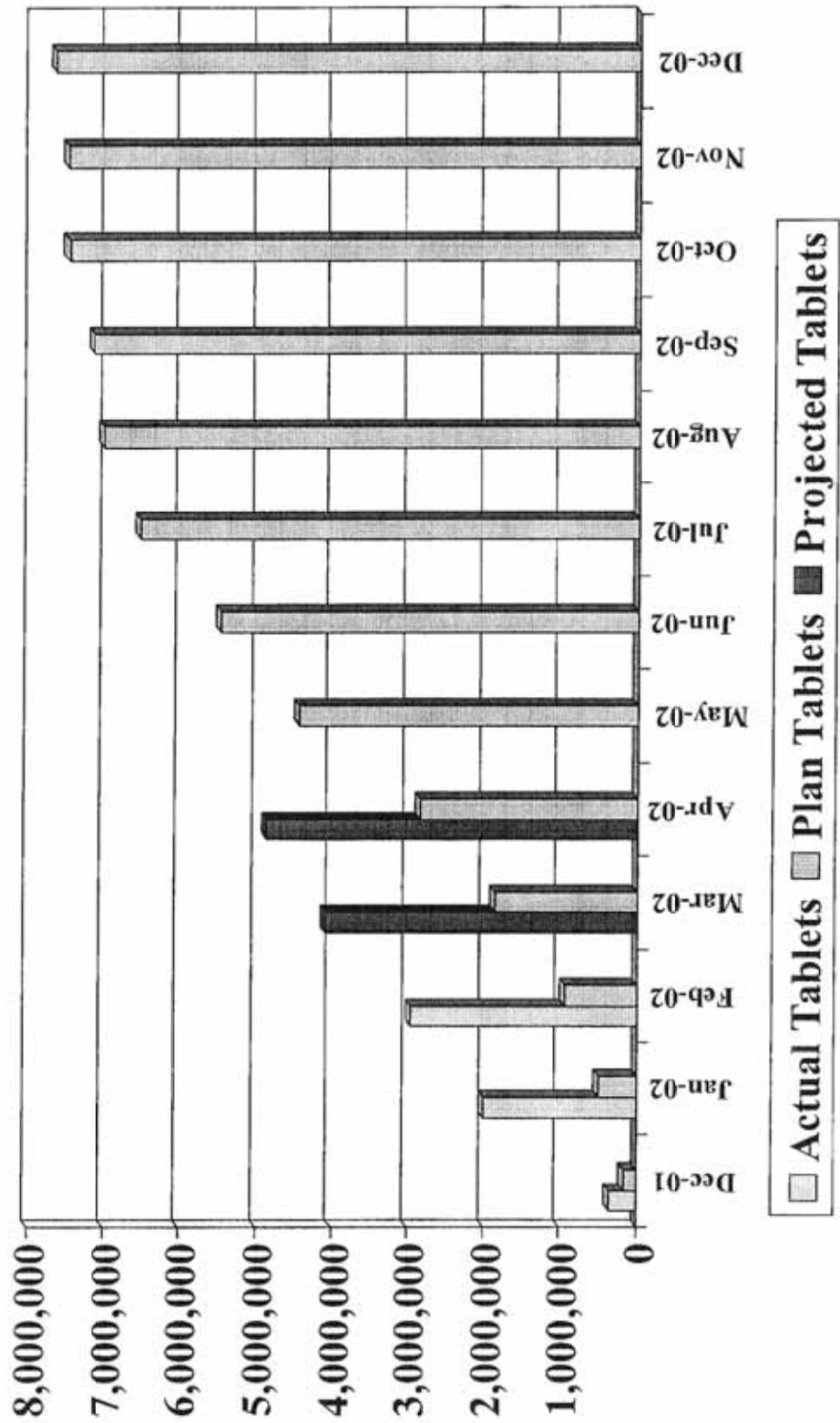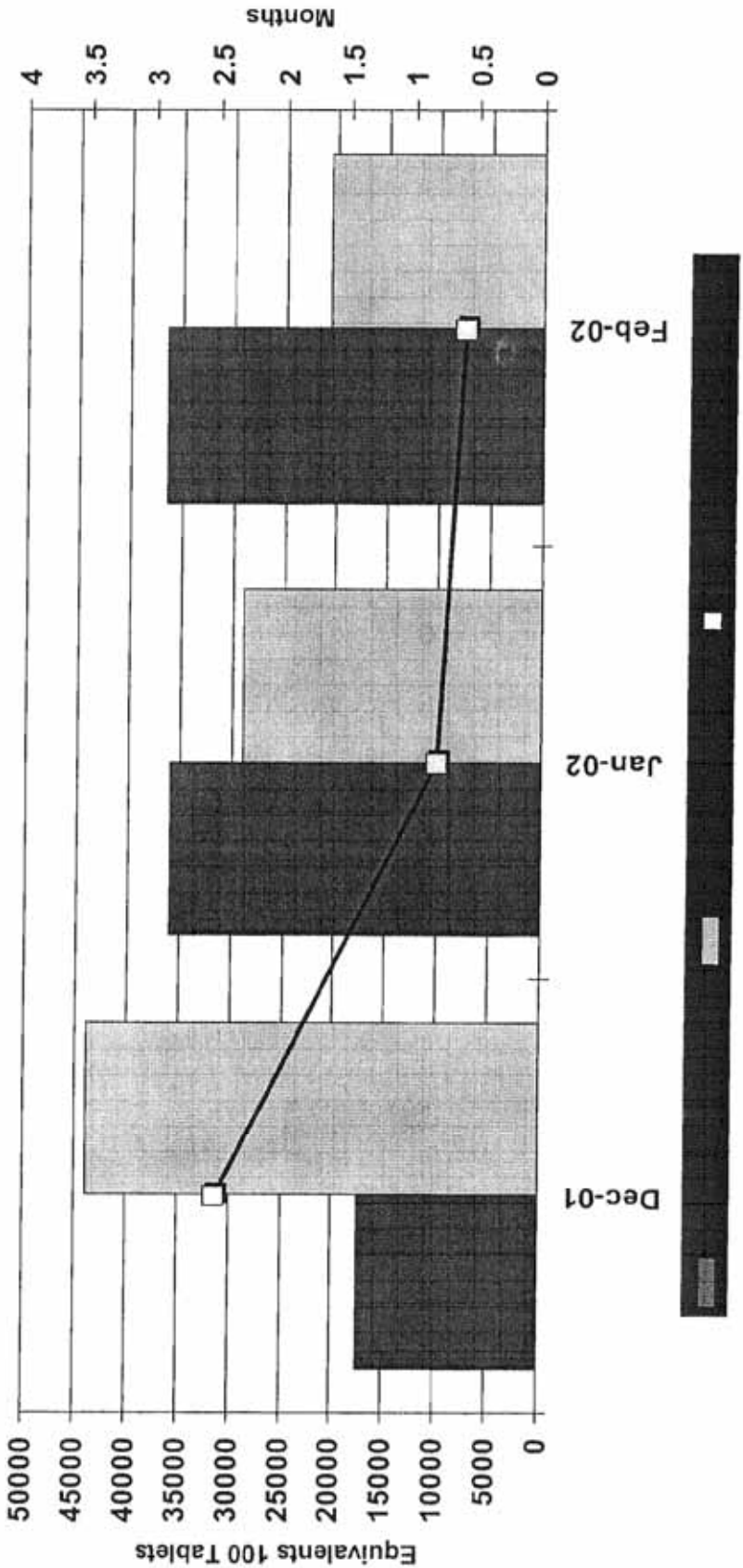
Percocet® 7.5/325 and 10/325 Weekly Tablet Trend
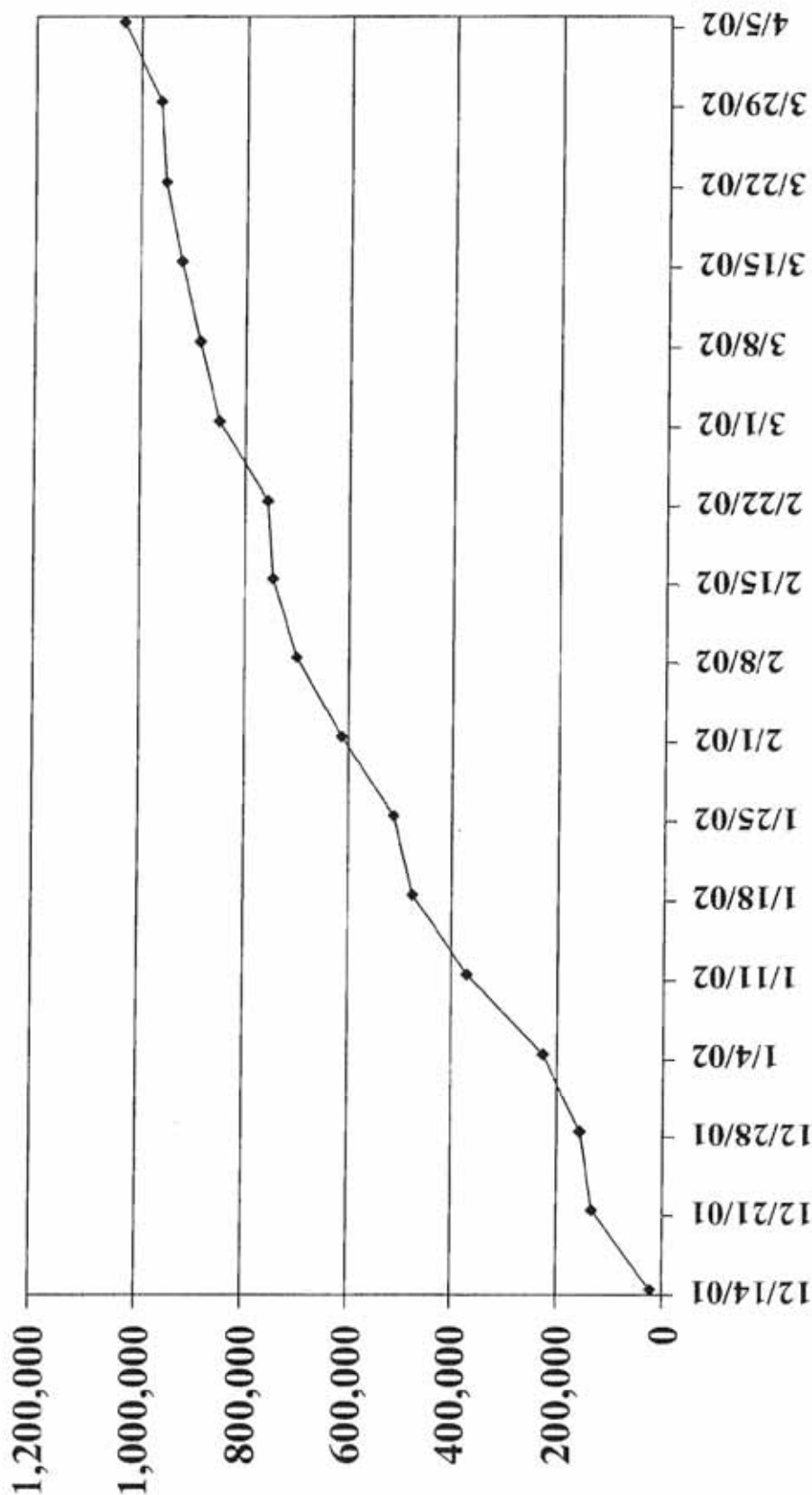
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Percocet® 7.5/325 and 10/325 – Pipeline Trends

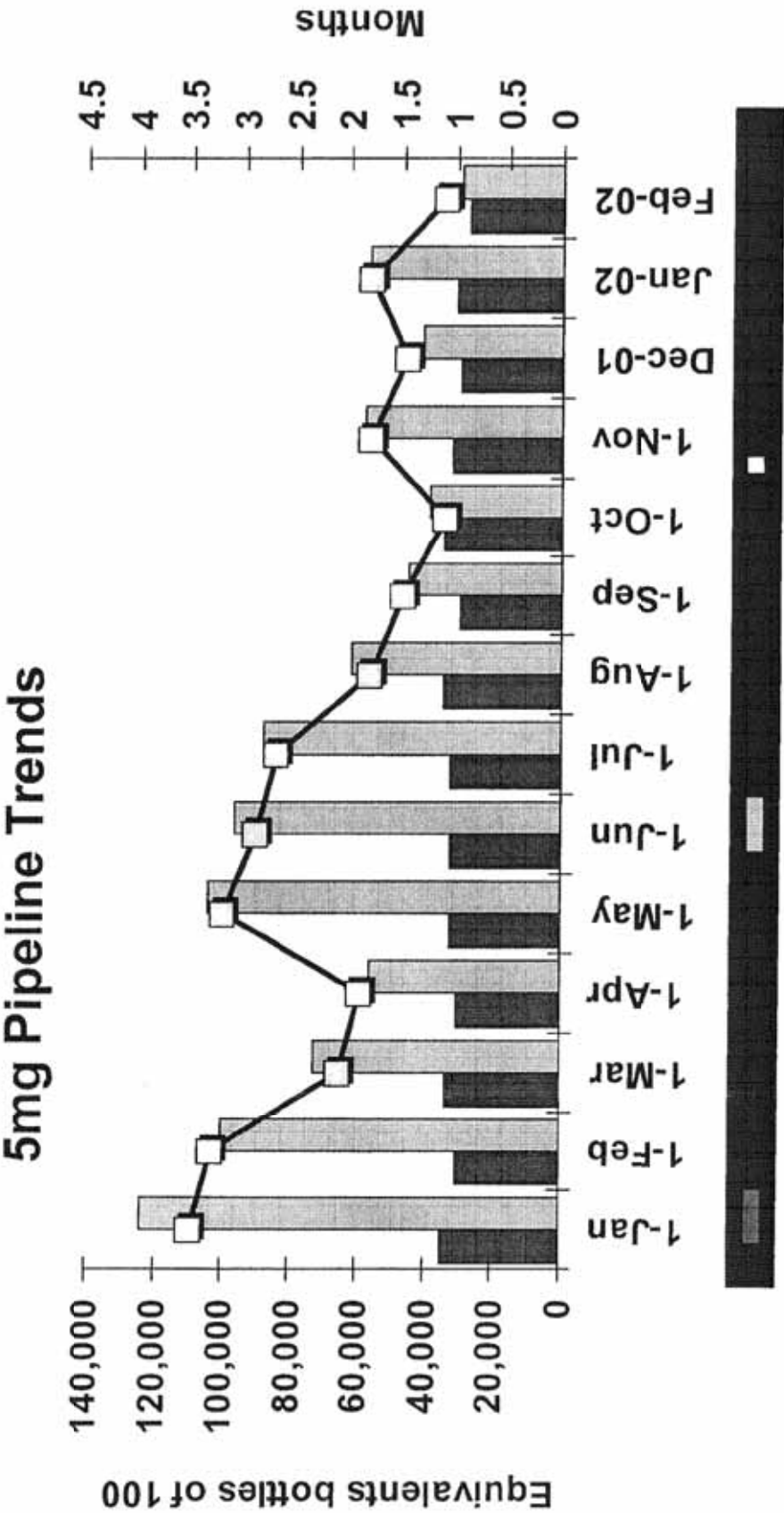## 7.5/325 and 10/325 Pipeline Trends

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Proprietary and Confidential

ENDO-OPIOID_MDL-04927204

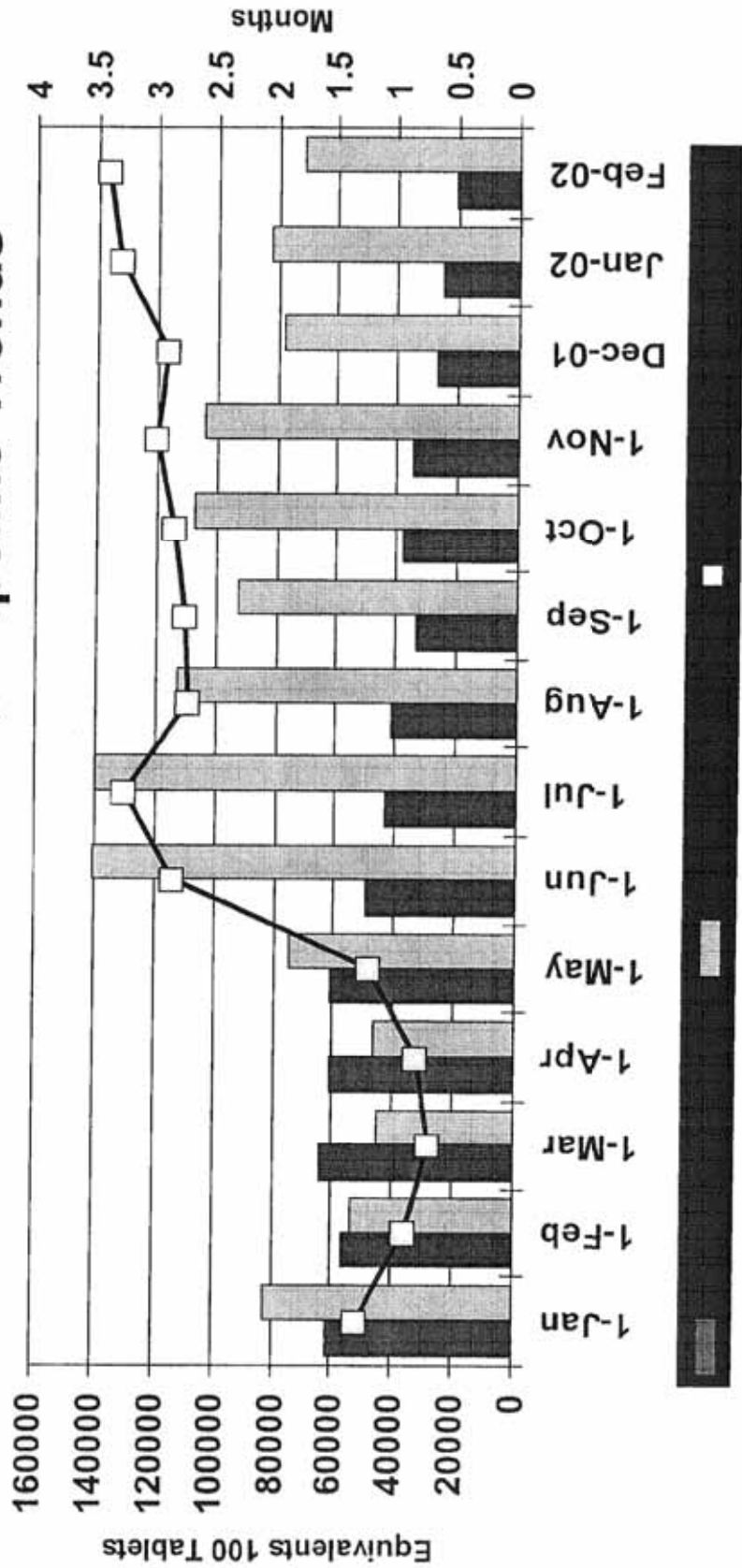# Percocet® 5/325 Pipeline Trends

5mg Pipeline Trends

Source: IMS Pipeline

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Percocet® Variants - Pipeline

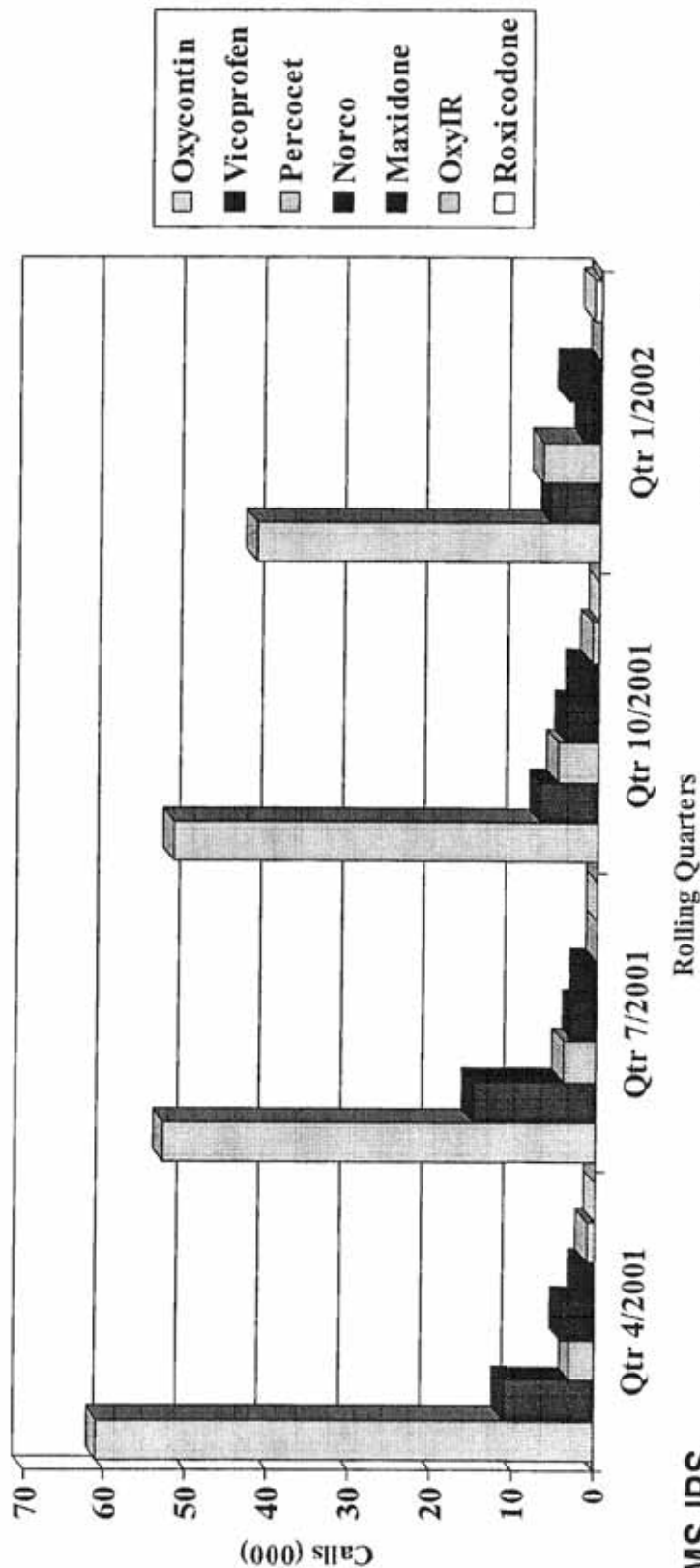## 7.5/500 10/650 Variants Pipeline Trends

Source: IMS Pipeline

Strictly Confidential and Proprietary

ENDO-OPIOID_MDL-04927206

Percocet 7.5/325 and 10/325 Share of Voice

Oxycontin leads all detailing activity with 68% share of details for quarter end 1/2002. Percocet had a 12% share of details in quarter end 1/2002 as compared to 4% in quarter end 4/2001.

Calls

Legend:
- Oxycontin
- Vicoprofen
- Percocet
- Norco
- Maxidone
- OxyIR
- Roxicodone

Rolling Quarters: Qtr 4/2001, Qtr 7/2001, Qtr 10/2001, Qtr 1/2002
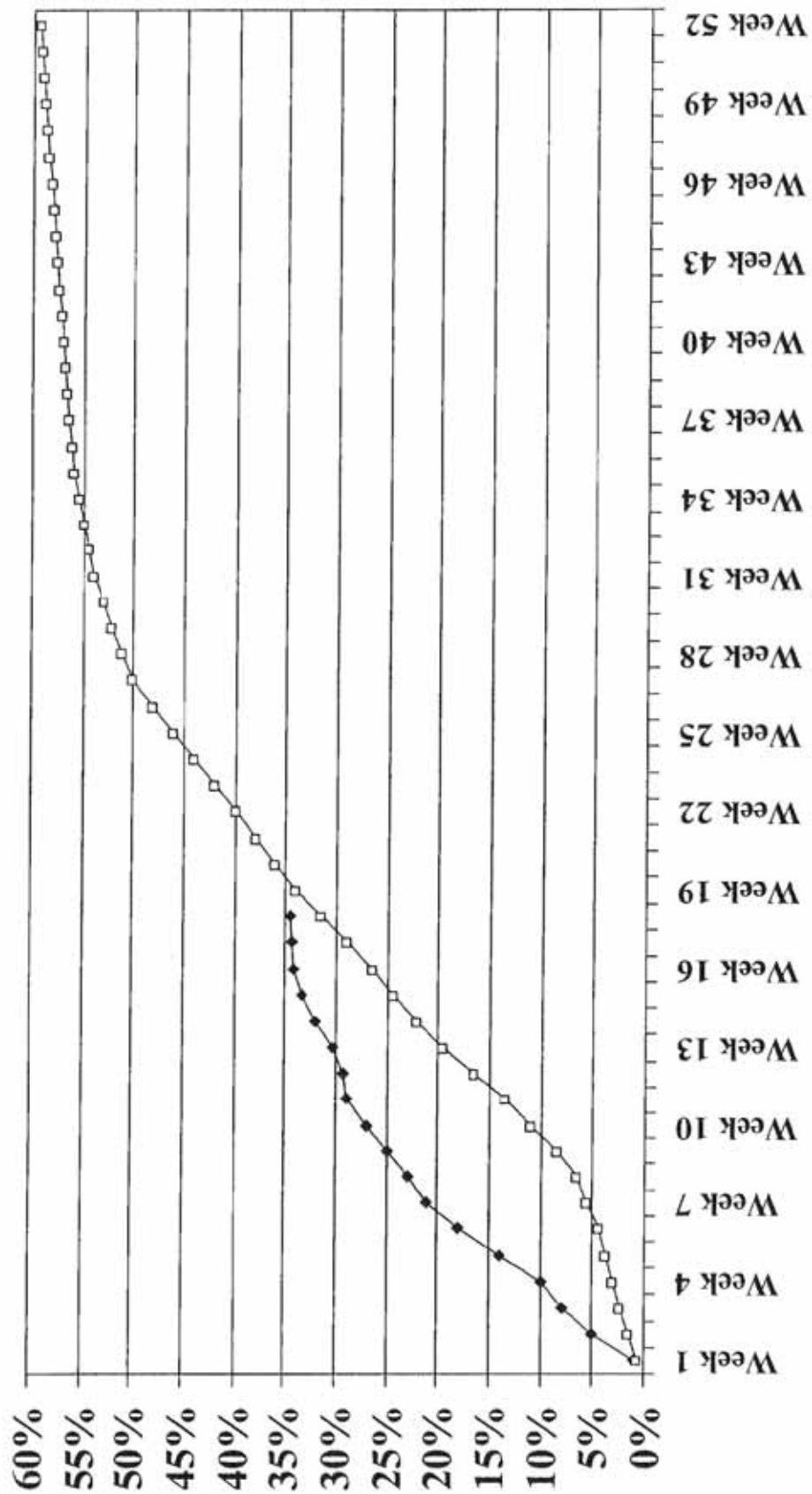
Calls (000): 0, 10, 20, 30, 40, 50, 60, 70

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Source: IMS IPS

Percocet® – Key Strategies

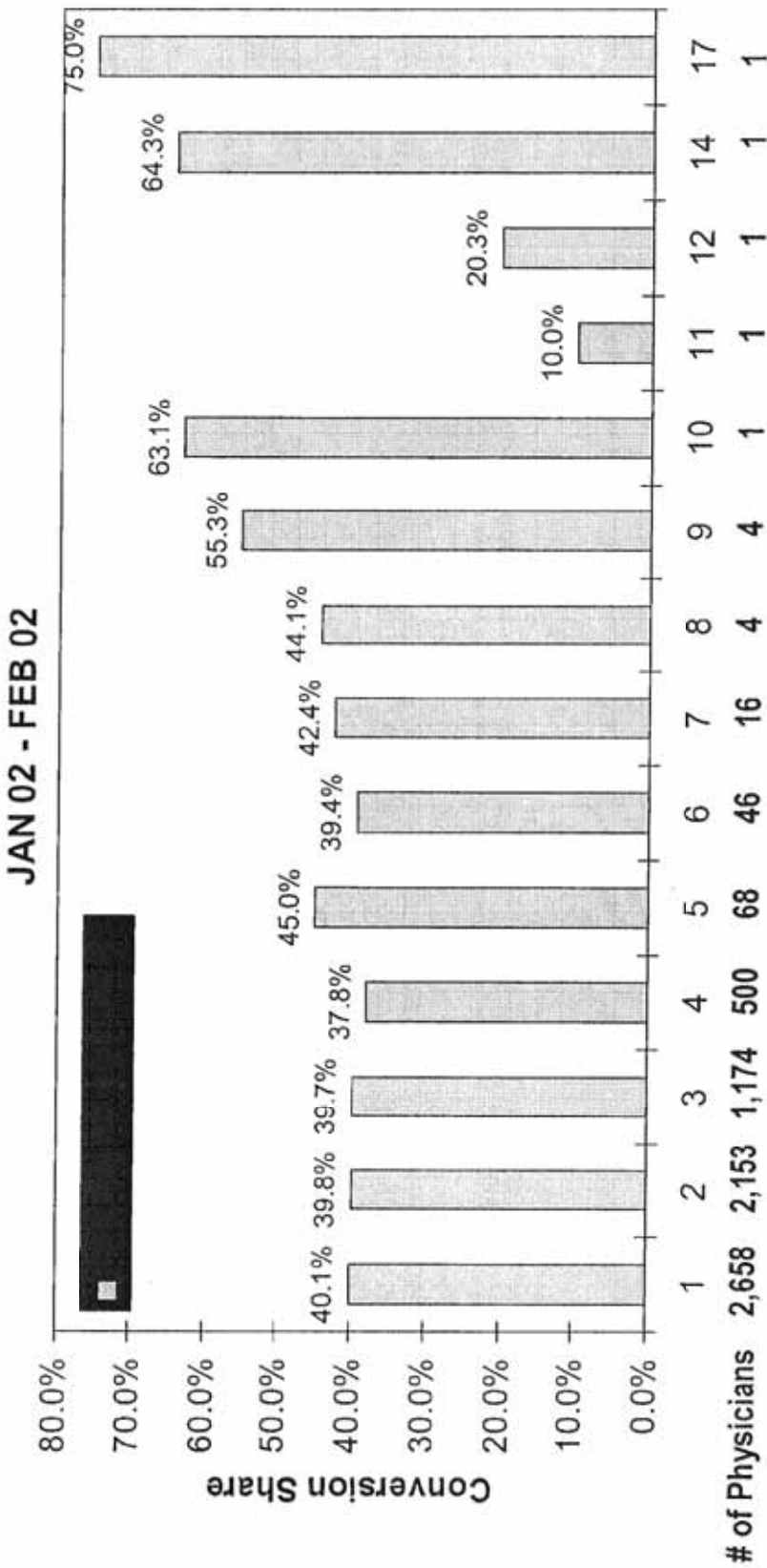■ Convert current 7.5/500 and 10/650 writers to the new 7.5/325 and 10/325 products.

Percocet® 7.5/325 and 10/325 Conversion Share

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Percocet 7.5/325 and 10/325 Frequency to Conversion Share

JAN 02 - FEB 02

# of Physicians	2,658	2,153	1,174	500	68	46	16	4	4	1	1	1	1	1	1
	1	2	3	4	5	6	7	8	9	10	11	12	14	17	

Conversion Share values: 40.1%, 39.8%, 39.7%, 37.8%, 45.0%, 39.4%, 42.4%, 44.1%, 55.3%, 63.1%, 10.0%, 20.3%, 64.3%, 75.0%

Source: Ventiv Call Data and IMS/Xponent Data

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Percocet®
Awareness & Message Tracking Study

- **Physician recall of the *Perc 325* detail improved significantly in the 2ⁿᵈ wave of the study**

- **The sales message is having a positive impact on physicians**
  - To varying degrees, all physicians remember our primary message
  - The vast majority of physicians rate the primary message as highly credible
  - Generally, physicians rate the primary message as highly important
  - Approximately 90% indicate that have prescribed the new strengths recently
  - More than 60% indicate their prescribing will increase in the future

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ENDO-OPIOID_MDL-04927211

Percocet® Awareness & Message Tracking Study
Wave Response Comparison for Key Questions

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	WAVE # 1 (Feb 4-22)	WAVE # 2 (Mar 26-Apr 15)
Avg. Detail Length	6.5 minutes	5.8 minutes
Primary Message from Detail	74% – new strengths 19% - better pain control *8% said "specify new strengths	80% – new strengths 22% – fewer side effects *4.3% said "specify new strengths
How credible was the message?	96% rated 7-8-9 on 9 point scale	96% rated 7-8-9 on 9 point scale
How important was the message?	82% rated 7-8-9 on 9 point scale	84% rated 7-8-9 on 9 point scale
Did the Doc remember a Sales Rep Close?	60% said yes	45% said yes
% of Docs reporting to have Rxed in last 30 days	86%	90%
Intent to Rx 7.5/325and 10/325 in the Future	68.5% would increase use 29.5% would remain the same 2% would decrease	61% would increase 37% would remain the same 2 %would decrease

ENDO-OPIOID_MDL-04927212

Strategy – Convert 7.5 and 10 Writer

- Key Issue: Conversion share is flattening

- Tactics:
  - New detail piece with low back data
  - Weekly six wave direct mail
  - Prescription pad stamps
  - Lunch and learn programs
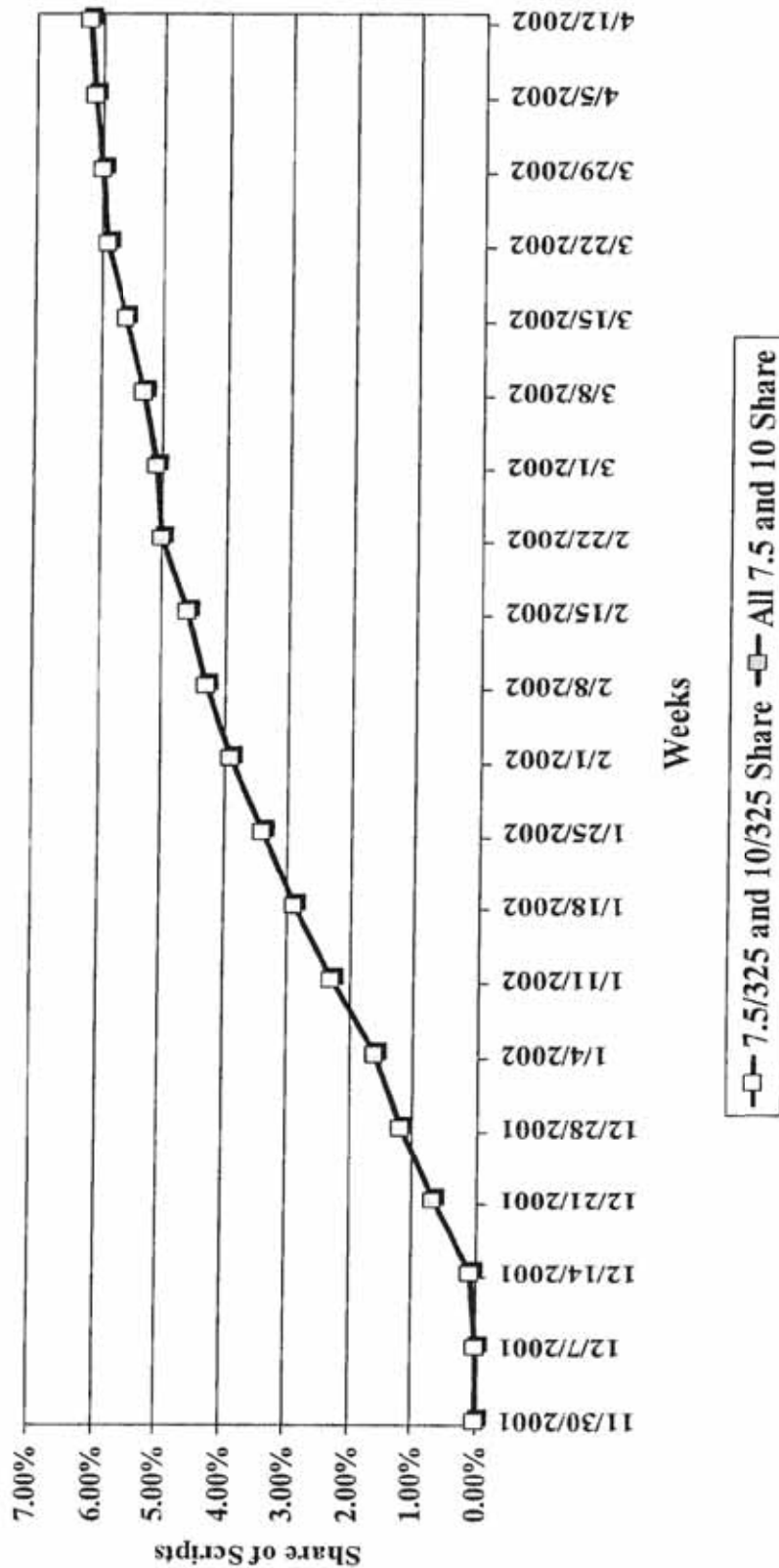 - Early View
  - Journal Advertising

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Percocet® – Key Strategies

- Convert current 7.5/500 and 10/650 writers to the new 7.5/325 and 10/325 products.

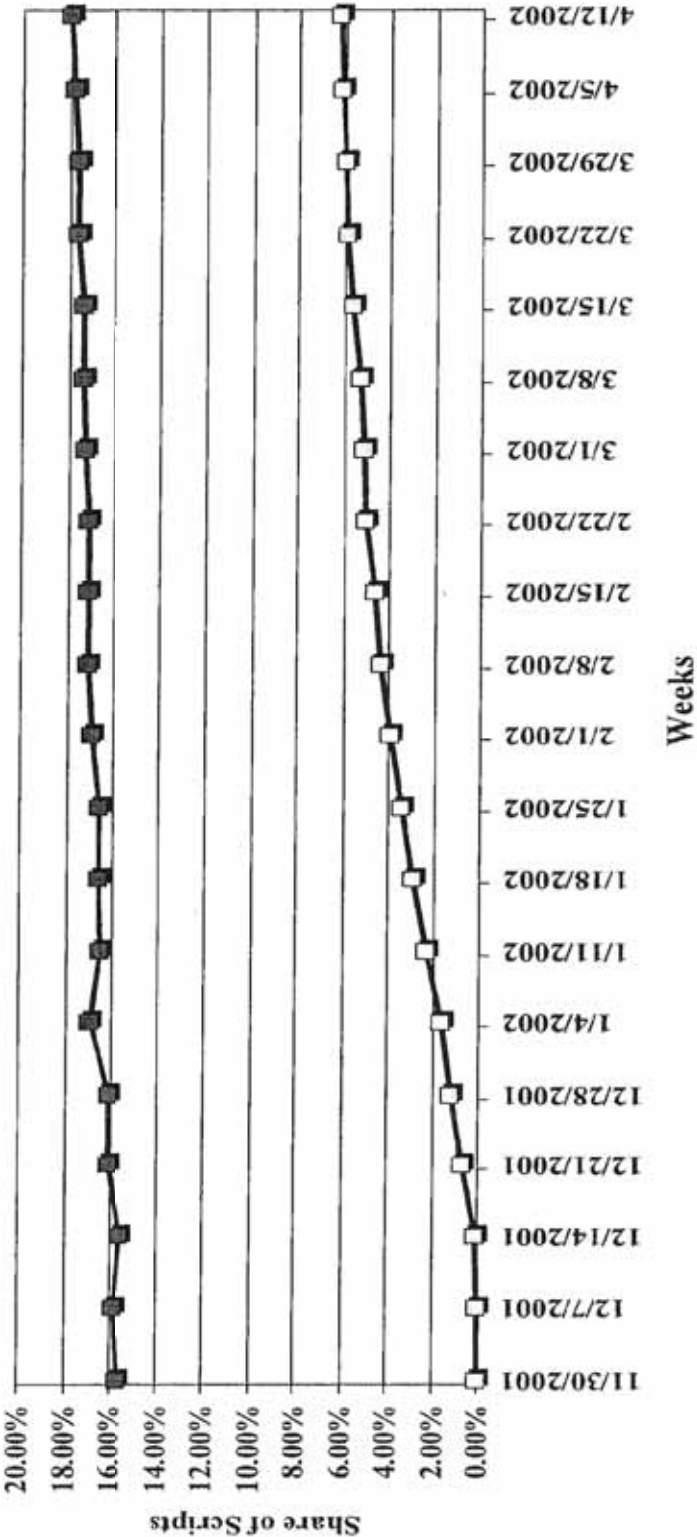- Convert current 5/325 mg writers to new Percocet 7.5/325 and 10/325.

Percocet 7.5/325 and 10/325 Total Oxy/APAP Market

Strictly Confidential and Proprietary

Source: IMS NPA

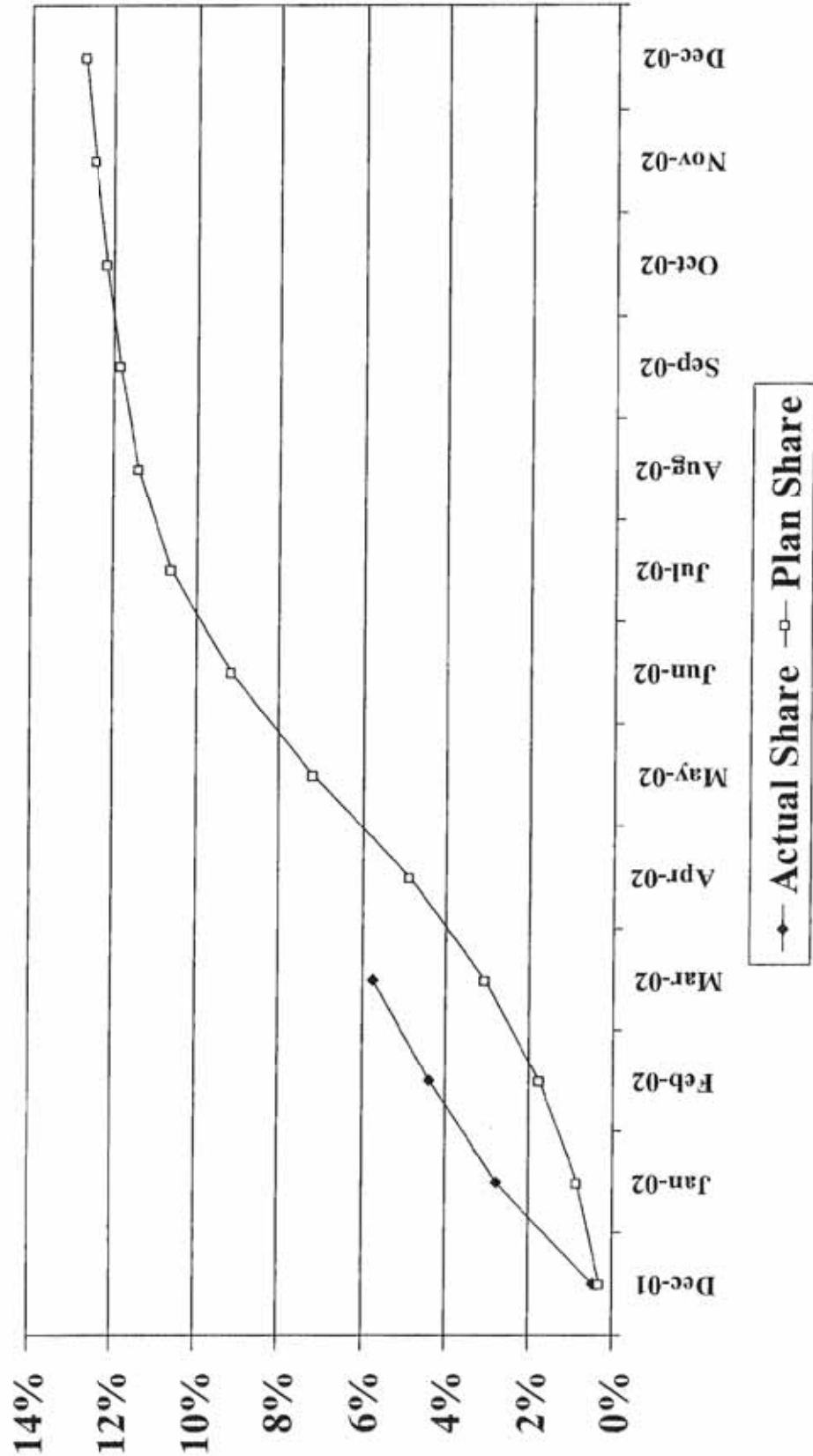# Percocet 7.5/325 and 10/325 Total Oxy/APAP Market

Source: IMS NPA

Percocet® 7.5/325 and 10/325 Actual Oxy/APAP Share vs. Plan

Legend: —•— Actual Share   —□— Plan Share

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Strategy – Convert 5mg Writer

- Key Issue: Continue to drive 5mg conversion

- Tactics:
  - New detail piece with low back data
  - Prescription pad stamps
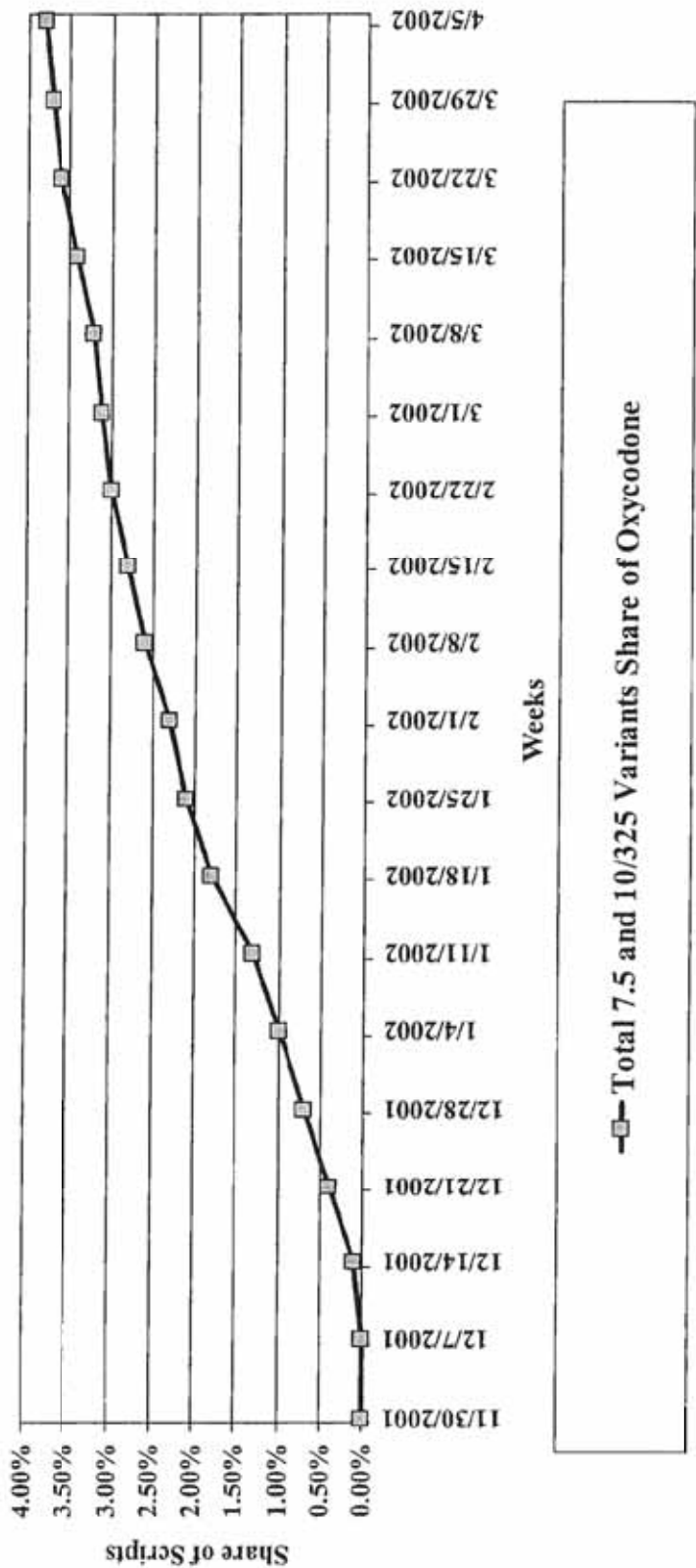 - Hospital Unit Dose
  - Early View
  - Journal Advertising
  - Lunch and learn programs

Percocet® – Key Strategies

- Convert current 7.5/500 and 10/650 writers to the new 7.5/325 and 10/325 products.

- Convert current 5/325 mg writers to new Percocet 7.5/325 and 10/325.

- Expand Percocet usage in chronic pain with 7.5/325 and 10/325 products.

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Percocet 7.5/325 and 10/325 Share of Total Oxycodone TRx

Source: IMS NPA

Strictly Confidential and Proprietary

Strategy – Increase Percocet Usage in Chronic Pain

- Key Issue: Accelerate Percocet usage in chronic pain

- Tactics:
  - New detail piece with low back data
  - Percocet vs. OxyContin study
  - Clinical reprint carrier with new data
  - Journal Advertising
  - Lunch and learn programs

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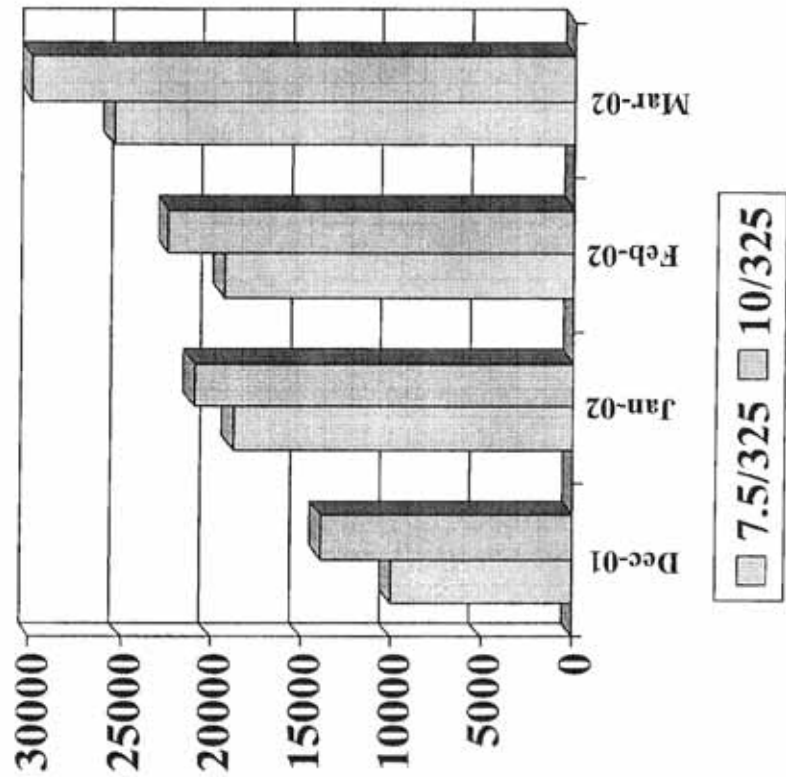ENDO-OPIOID_MDL-04927221

Percocet® – Key Strategies

- Convert current 7.5/500 and 10/650 writers to the new 7.5/325 and 10/325 products.

- Convert current 5/325 mg writers to new Percocet 7.5/325 and 10/325.

- Expand Percocet usage in chronic pain with 7.5/325 and 10/325 products.

- Develop advocacy for Percocet 325 with pharmacists to gain stocking for new strengths

Percocet 7.5/325 and 10/325 Pharmacy Stocking

Demand Units

- Sales Rep Blitz
  - Over 22,000 pharmacy calls made (21 calls/rep/day)
  - Over 14,000 commitments to stock
- Non-personal Blitz
  - Over 50,000 direct mail and faxed
  - 5,000 telemarketing calls
- Strong demand units pulled through
- Sales rep audit: 75% pharmacies stocked

Legend: 7.5/325 10/325

X-axis: Dec-01, Jan-02, Feb-02, Mar-02
Y-axis: 0, 5000, 10000, 15000, 20000, 25000, 30000

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Strategy – Develop advocacy with pharmacy

- Key Issue: Close gaps in distribution to increase TRx

- Tactics:
  - NAE diagnostics of key chains
  - Chain specific programs developed to target stores not stocking

Percocet® – Key Strategies

- Convert current 7.5/500 and 10/650 writers to the new 7.5/325 and 10/325 products.

- Convert current 5/325 mg writers to new Percocet 7.5/325 and 10/325.

- Expand Percocet usage in chronic pain with 7.5/325 and 10/325 products.

- Develop advocacy for Percocet 325 with pharmacists

- Enhance Percocet's position in managed markets

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Strategy – Improve Percocet 7.5/325 and 10/325 in Managed Market

- Key Issue: Successfully launch Percocet 7.5/325 and 10/325 HUD to gain outpatient TRx

- Tactics:
  - Sales training and direction binder
  - Targeted personal sales calls
  - Non-personal blitz
  - Sales tools
    - Hospital Unit Dose sell sheet
    - Formulary Kit

The End

Percocet® - Critical Success Factors

- Percocet 7.5/325 and 10/325 approval January 1, 2002 or sooner.

- No significant labeling changes to new Percocet 7.5/325 and 10/325

- Adequate sales and promotional resources to successfully launch Percocet 7.5/325 and 10/325

- No generic competitor on Percocet 7.5/325 and 10/325 in 2002.

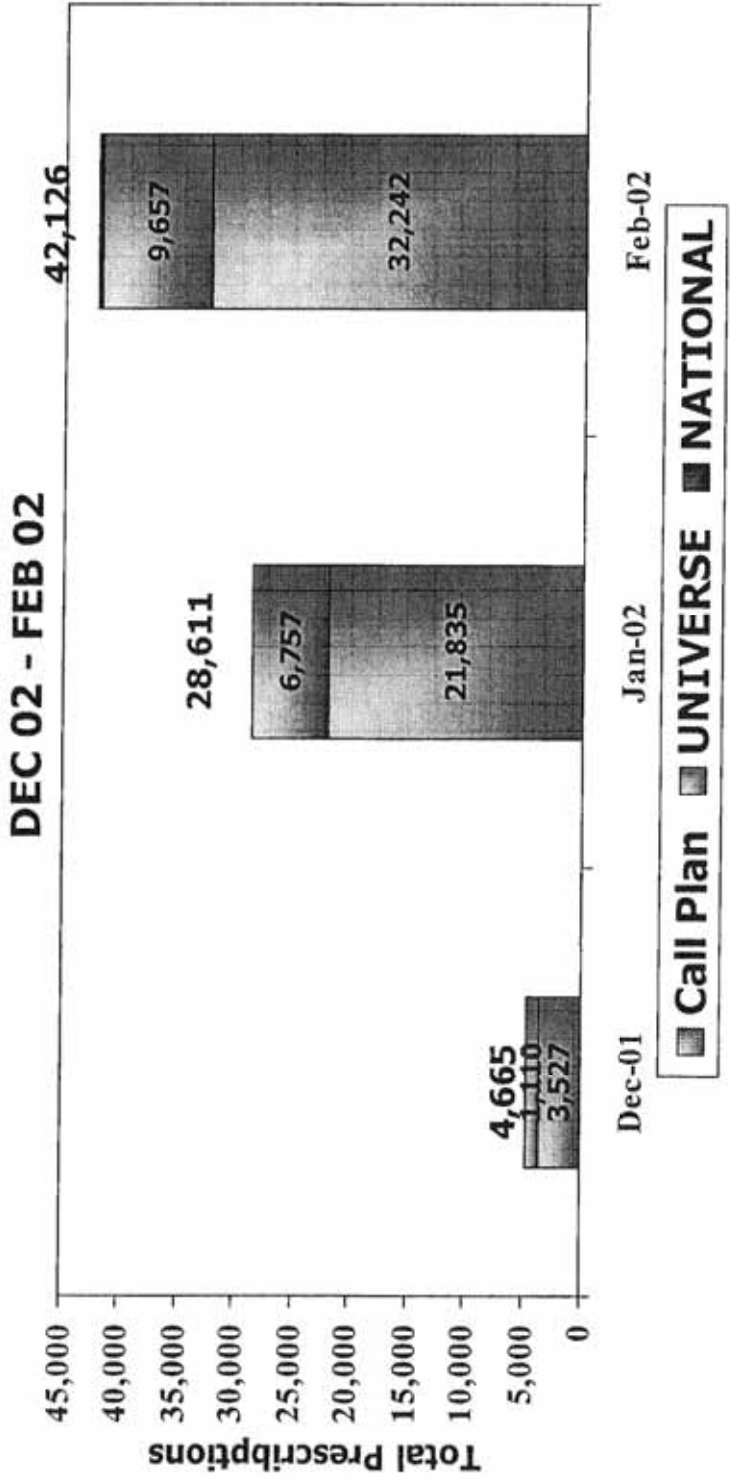Strictly Confidential and Proprietary

Percocet® - Key Issues

1. Heavy generic substitution of Percocet 7.5/500 and 10/650.

2. 85% of Oxy/APAP prescriptions are still for 5/325

3. Pharmacy's acceptance of two new Percocet strengths

4. Potential market confusion with two APAP strengths of Percocet 7.5 and 10.

5. Percocet use primarily limited to acute, short term use.

6. Limited support for Percocet in managed markets

7. Potential generic competition on Percocet 7.5/325 and 10/325

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Sales Force National Level Prescription Trends Percocet 325– National -Universe – Call Plan TRXs

Percocet 325 -Xponent National Level -prescribing increased 47.2% over previous the month (Feb02vsJan02)

DEC 02 - FEB 02

Total Prescriptions

	Dec-01	Jan-02	Feb-02
National	4,665	28,611	42,126
Universe	1,110	6,757	9,657
Call Plan	3,527	21,835	32,242

■ Call Plan ■ UNIVERSE ■ NATIONAL

Source: IMS – Xponent
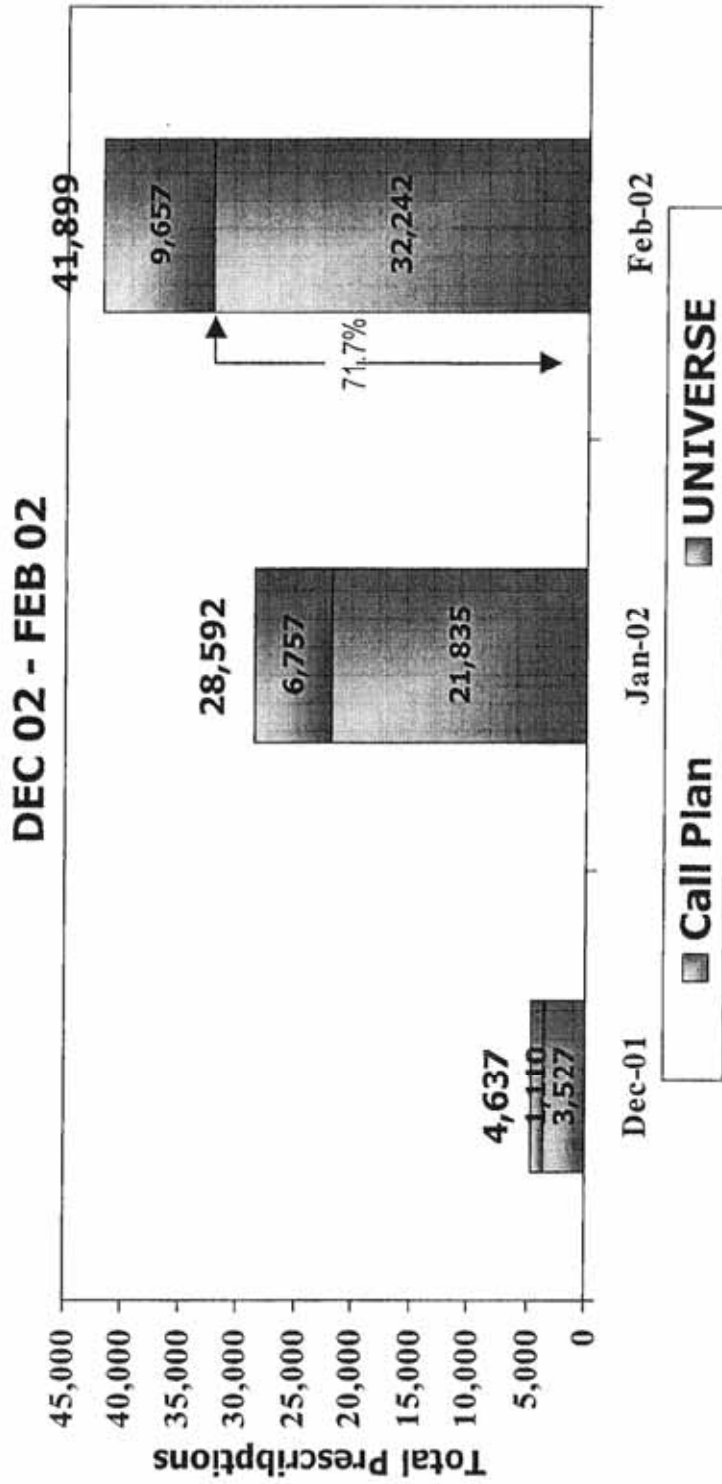
Note: Does not include PR or Mes 96-99

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Sales Force
National Level Prescription Trends
Percocet 325 – Universe to Call Plan TRXs

In February 2002, Universe Physicians increased Percocet 325 prescribing 46.5% (Feb02vsJan02) Call Plan Physician prescribing increased 47.7% (Feb02vsJan02). Additionally, Call Plan physicians prescribing made up 71.7% of the total Universe Physician prescribing in February 2002.
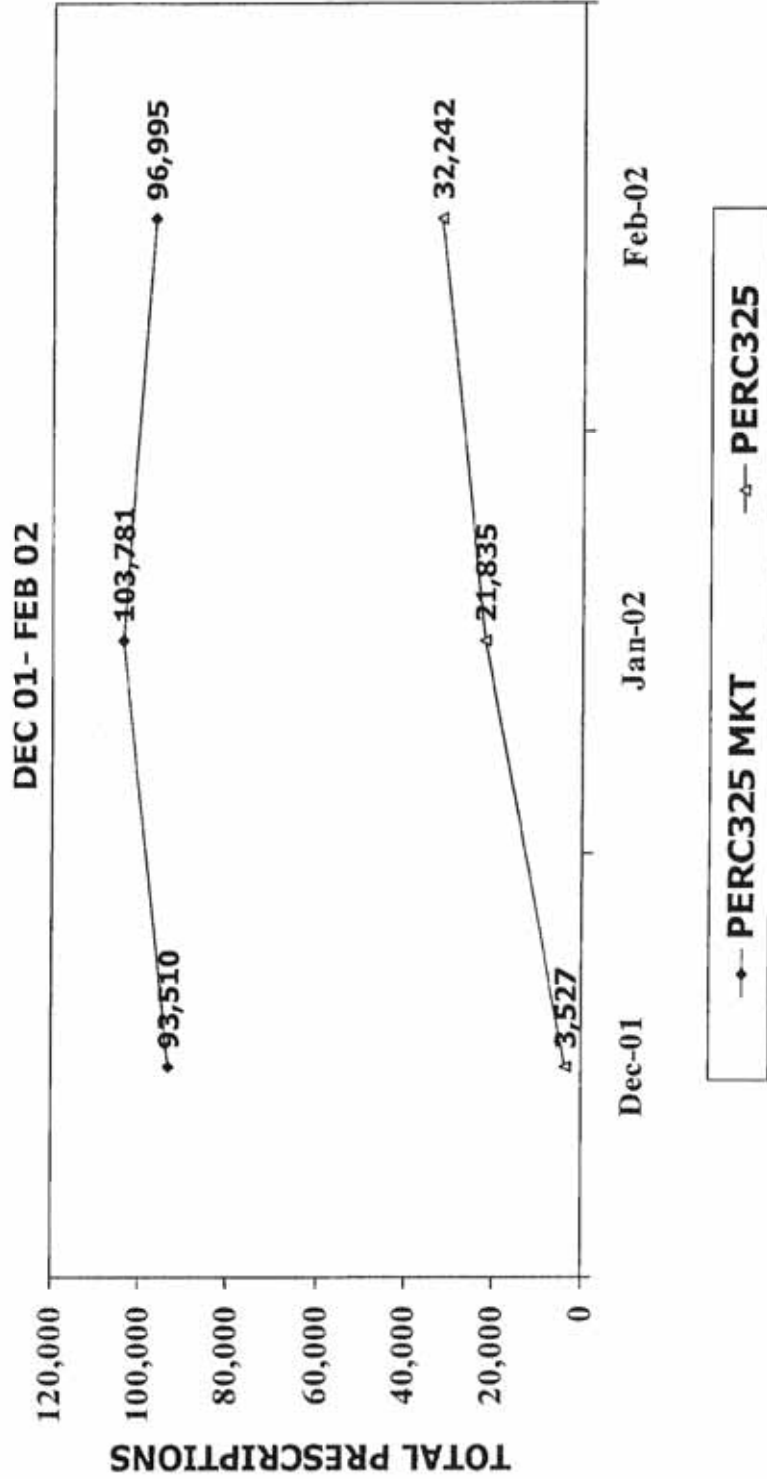
DEC 02 - FEB 02

Source: IMS – Xponent

Note: Does not include PR or Mes 96-99

Sales Force
National Level Prescription Trends
Call Plan - Percocet 325 vs Percocet 325 Mkt TRXs

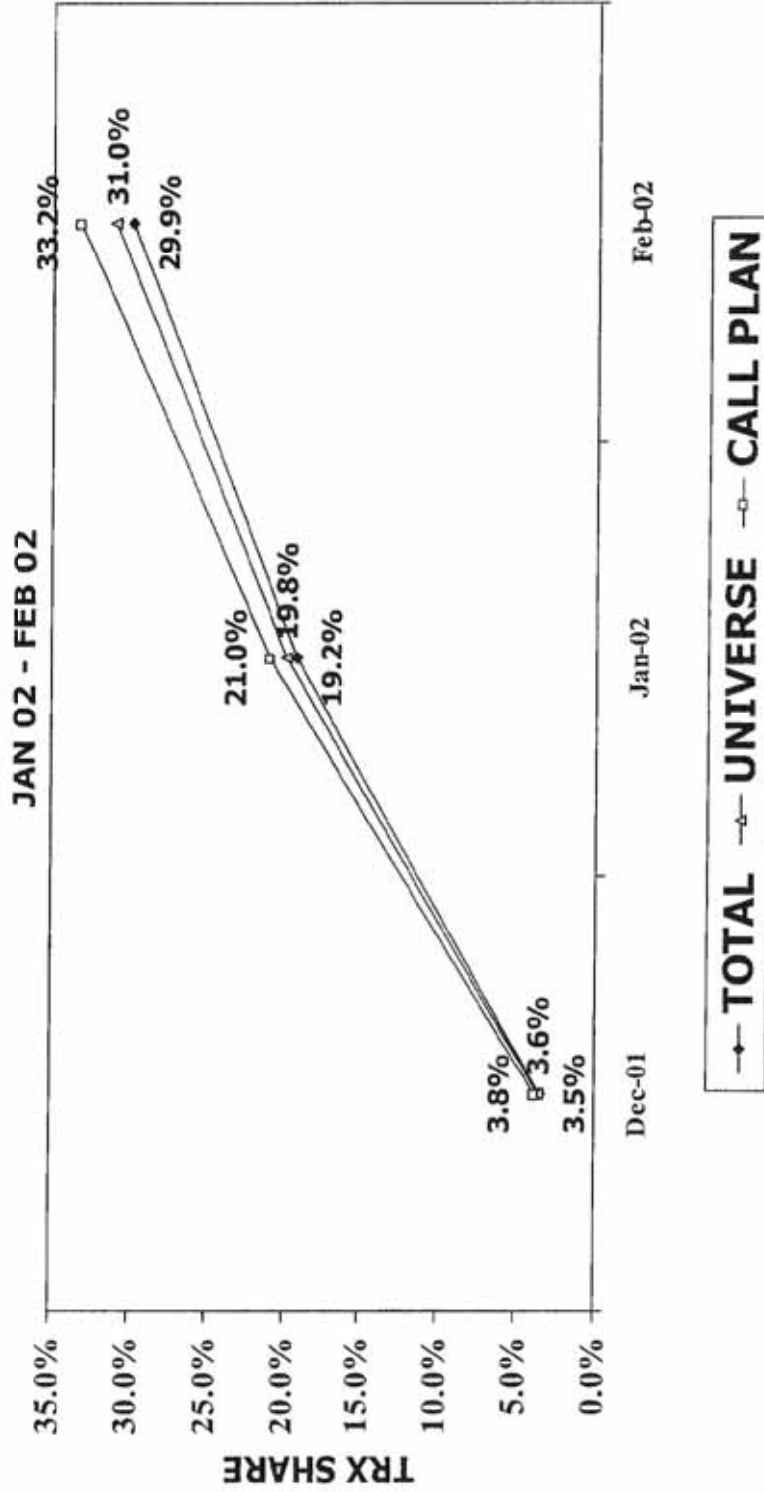Call Plan Physician had a 33.2% conversion share in February 2002.

DEC 01- FEB 02

PERC325 MKT: Perc 7.5   Perc 10   Perc 7.5/325   Perc 10/325

Oxy/APAP 7.5/500   Oxy/APAP 10/650   Endo 7.5/500   Endo 10/650

PERC325: Perc 7.5/325   Perc 10/325

Oxy/APAP 7.5/500   Oxy/APAP 10/650   Endo 7.5/500   Endo 10/650

Source: IMS – Xponent

Note: Does not include PR or Mes 96-99

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Sales Force
National Level Prescription Trends
Percocet 325– Conversion Share

Call Plan Physician had a 33.2% conversion share in February 2002.

JAN 02 - FEB 02

TRX SHARE

- 33.2%
- 31.0%
- 29.9%
- 21.0%
- 19.8%
- 19.2%
- 3.8%
- 3.6%
- 3.5%

35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%

Dec-01
Jan-02
Feb-02

— TOTAL — UNIVERSE — CALL PLAN

Source: IMS – Xponent
Note: Does not include PR or Mes 96-99

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Sales Force
National Level Promotional Trends
Percocet 325– Call Plan TRXs vs Calls

JAN 02 - FEB 02

Chart: TOTAL PRESCRIPTIONS (y-axis: 0 to 35,000) plotted for Jan-01 and Feb-01.

- Jan-01: PERC325_TRXs bar = 21,835; CALLS = 24283
- Feb-01: PERC325_TRXs bar = 32,242; CALLS = 21499

Legend: PERC325_TRXs ◆ CALLS
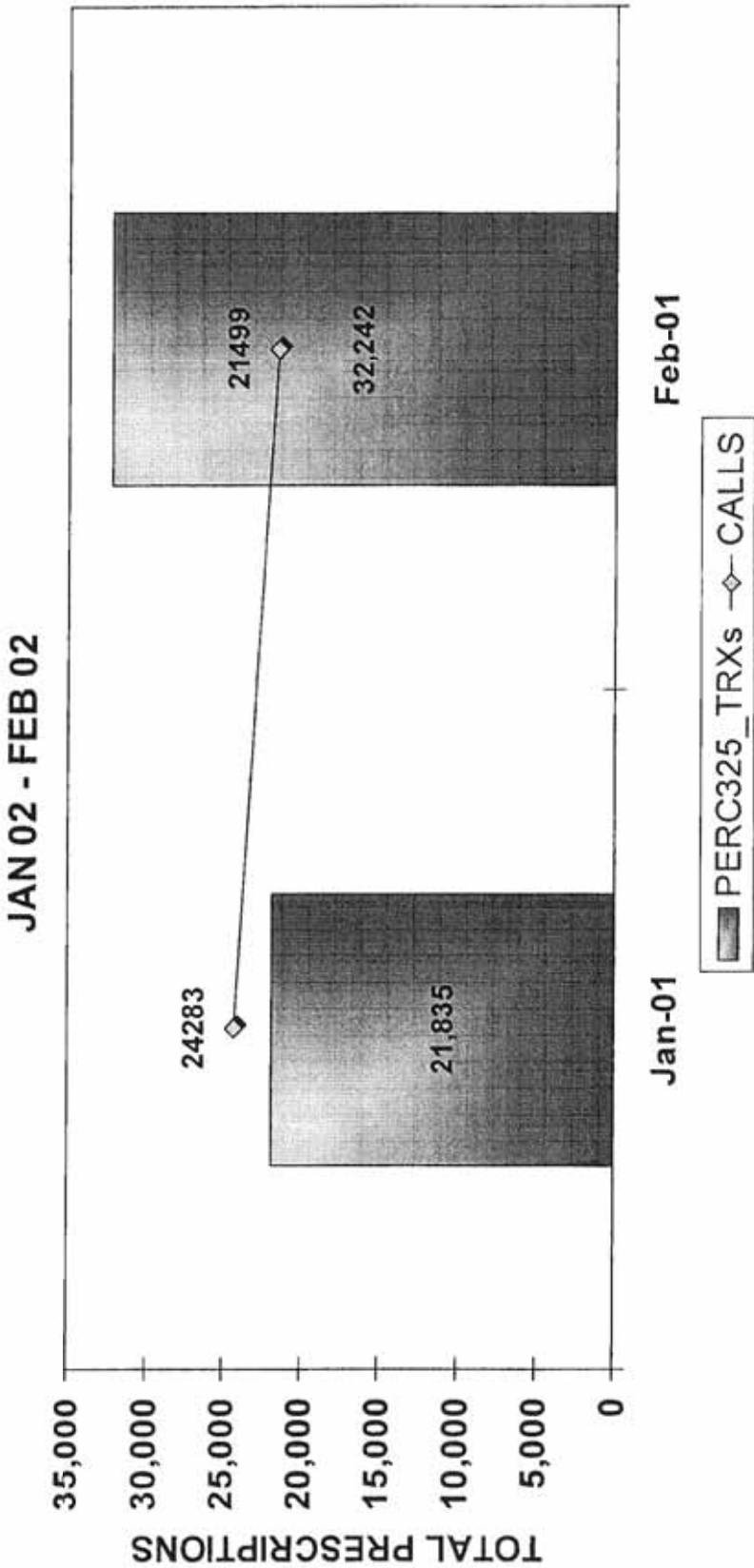
Source: IMS – Xponent
Ventiv Call Data

Strictly Confidential and Proprietary

Sales Force
National Level Promotional Trends
Percocet 325– Details by Calls
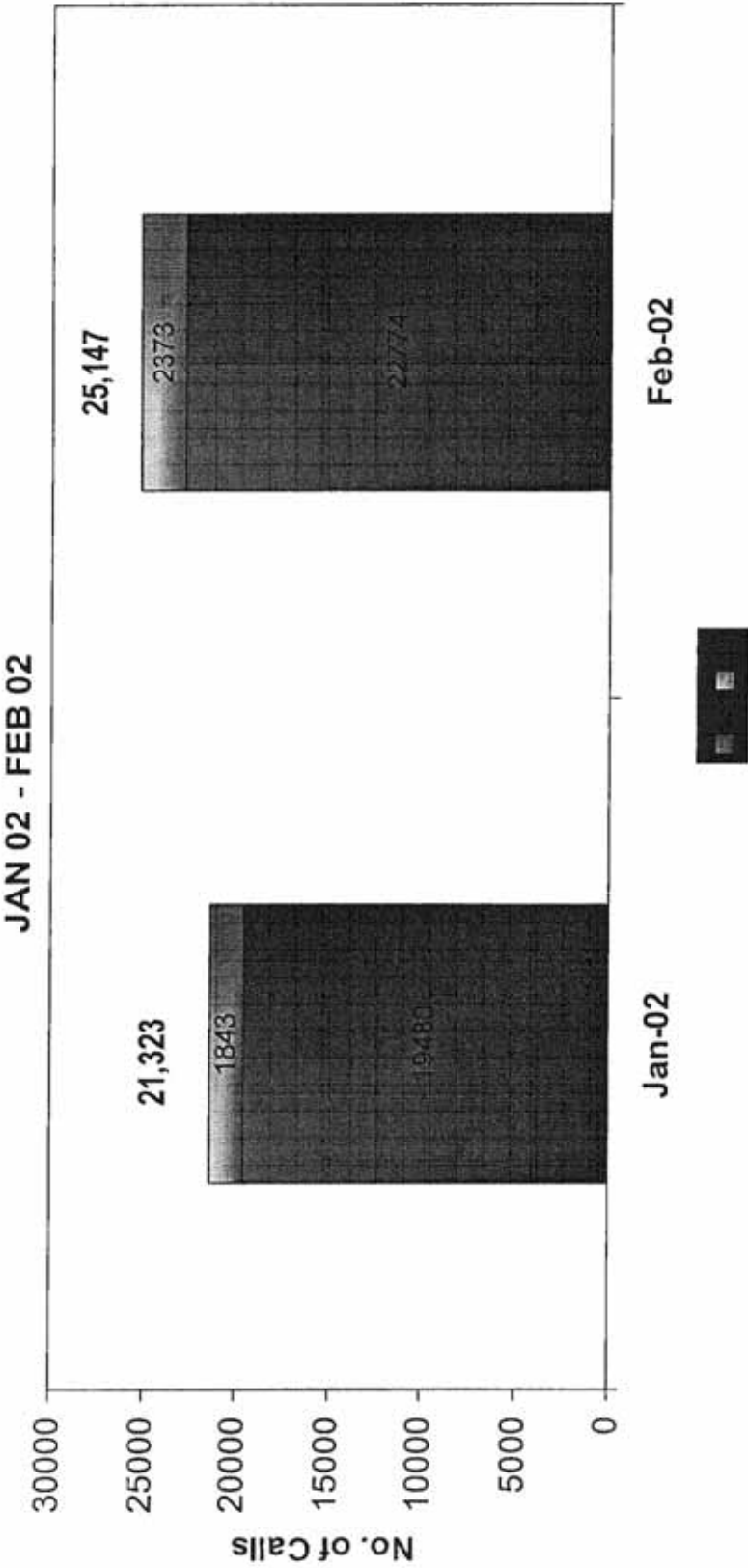
JAN 02 - FEB 02

No. of Calls

Month	Total	Values
Jan-02	21,323	1843 / 19480
Feb-02	25,147	2373 / 22774

Source: Ventiv Call Data

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Sales Force
National Level Promotional Trends
Percocet 325 – Calls to Decile

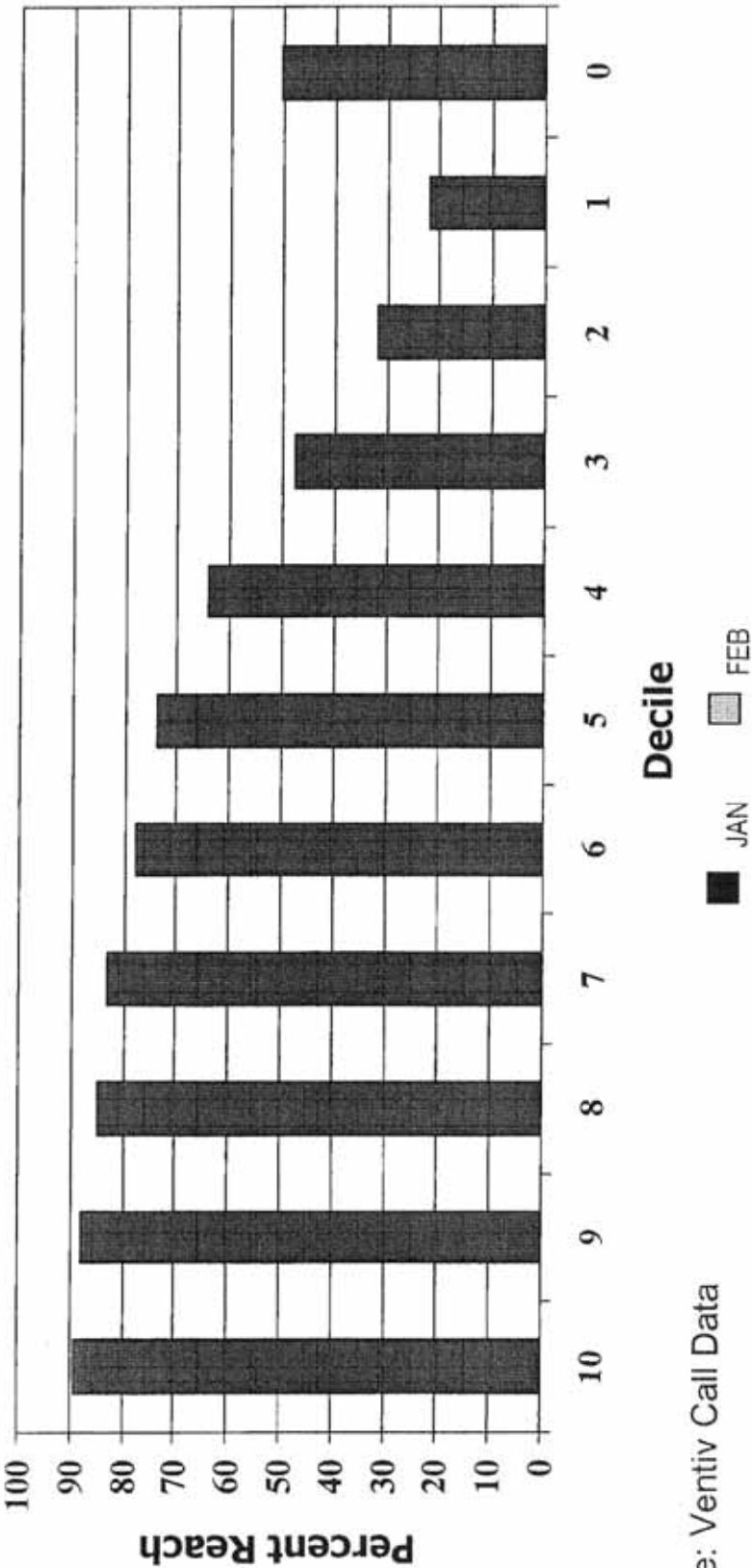JAN 02 – FEB 02
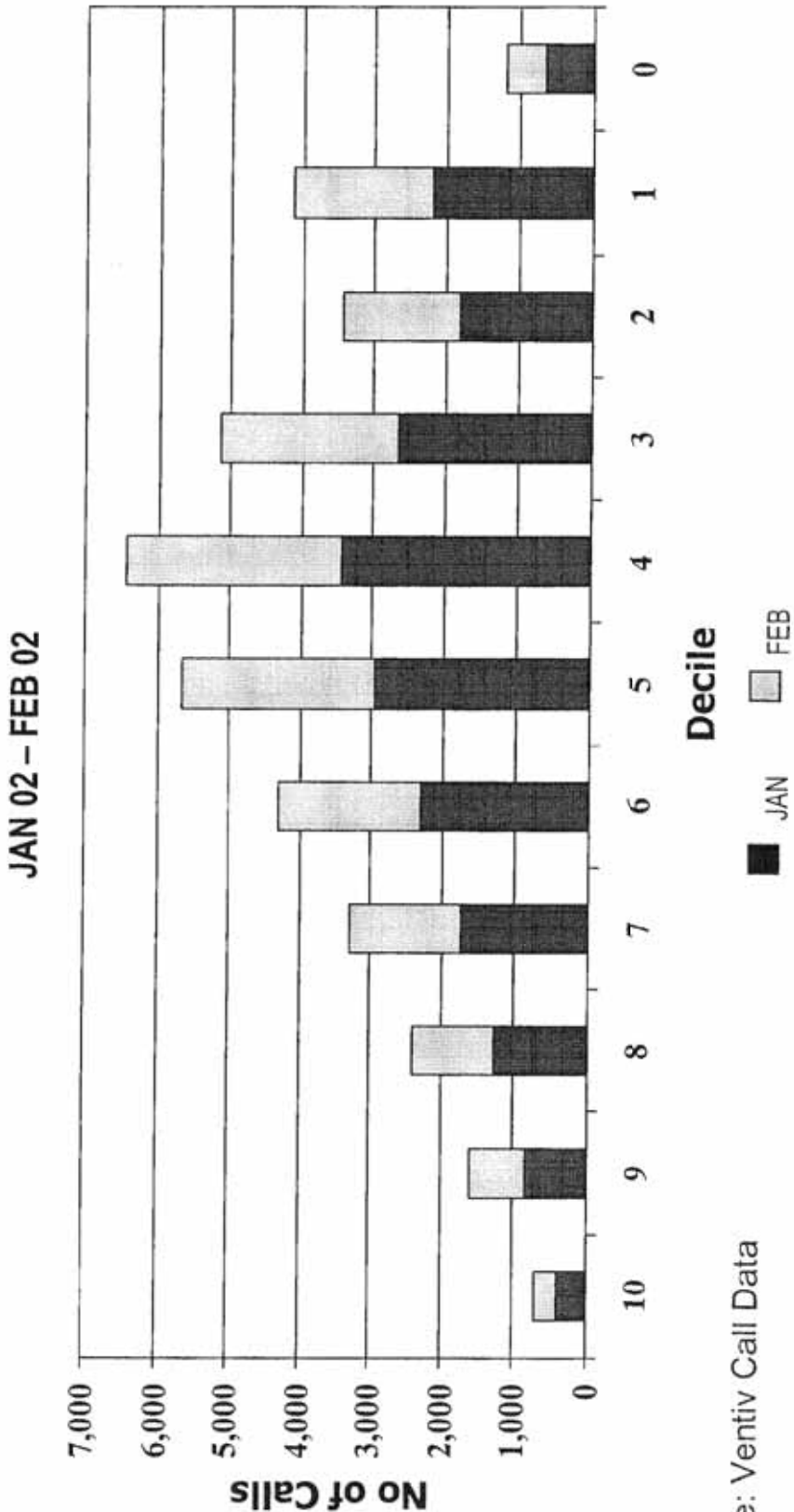
Strictly Confidential and Proprietary

Source: Ventiv Call Data

Sales Force – Call Plan
National Level Promotional Trends
Percocet 325 – Percent Reach to Decile – YTD
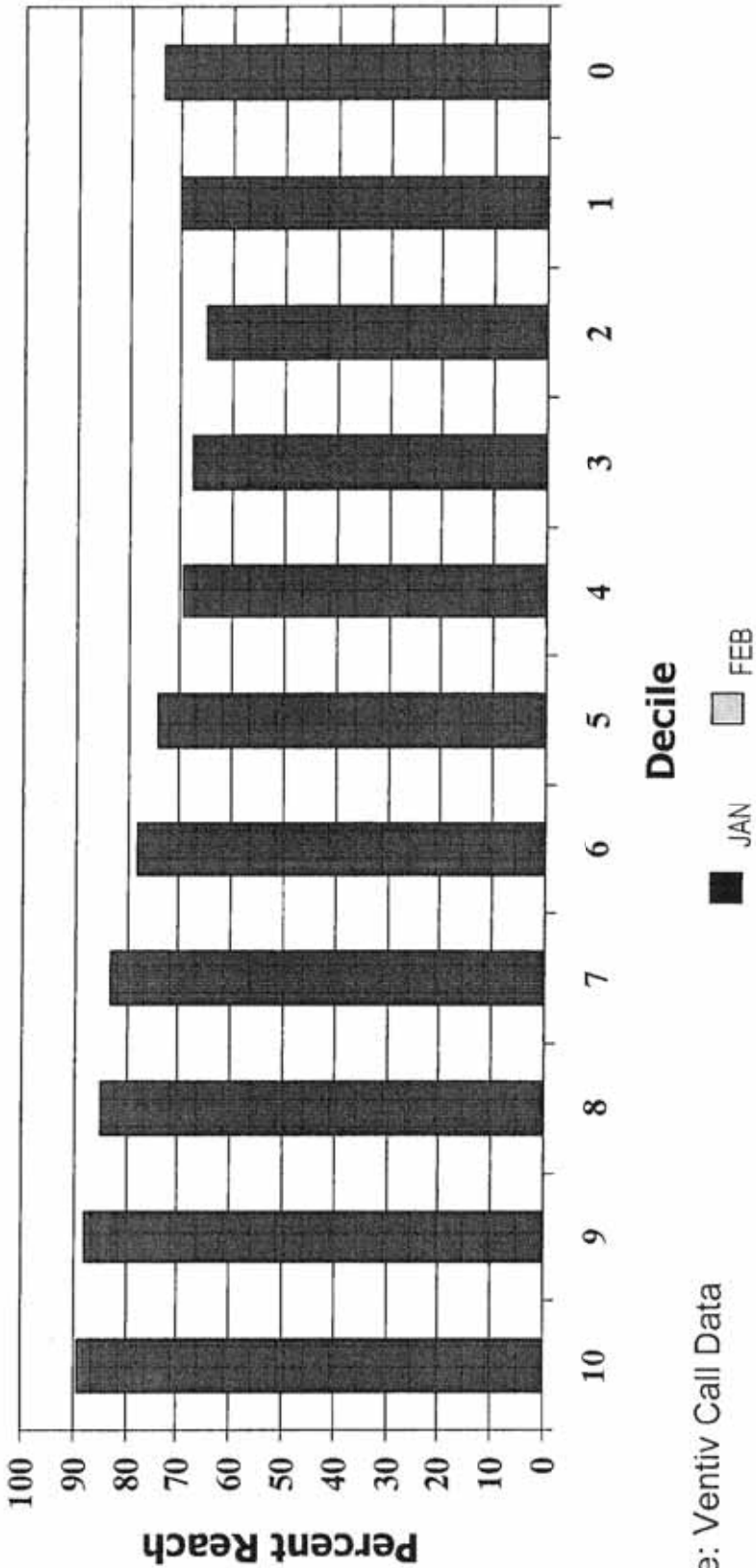
Strictly Confidential and Proprietary

Source: Ventiv Call Data
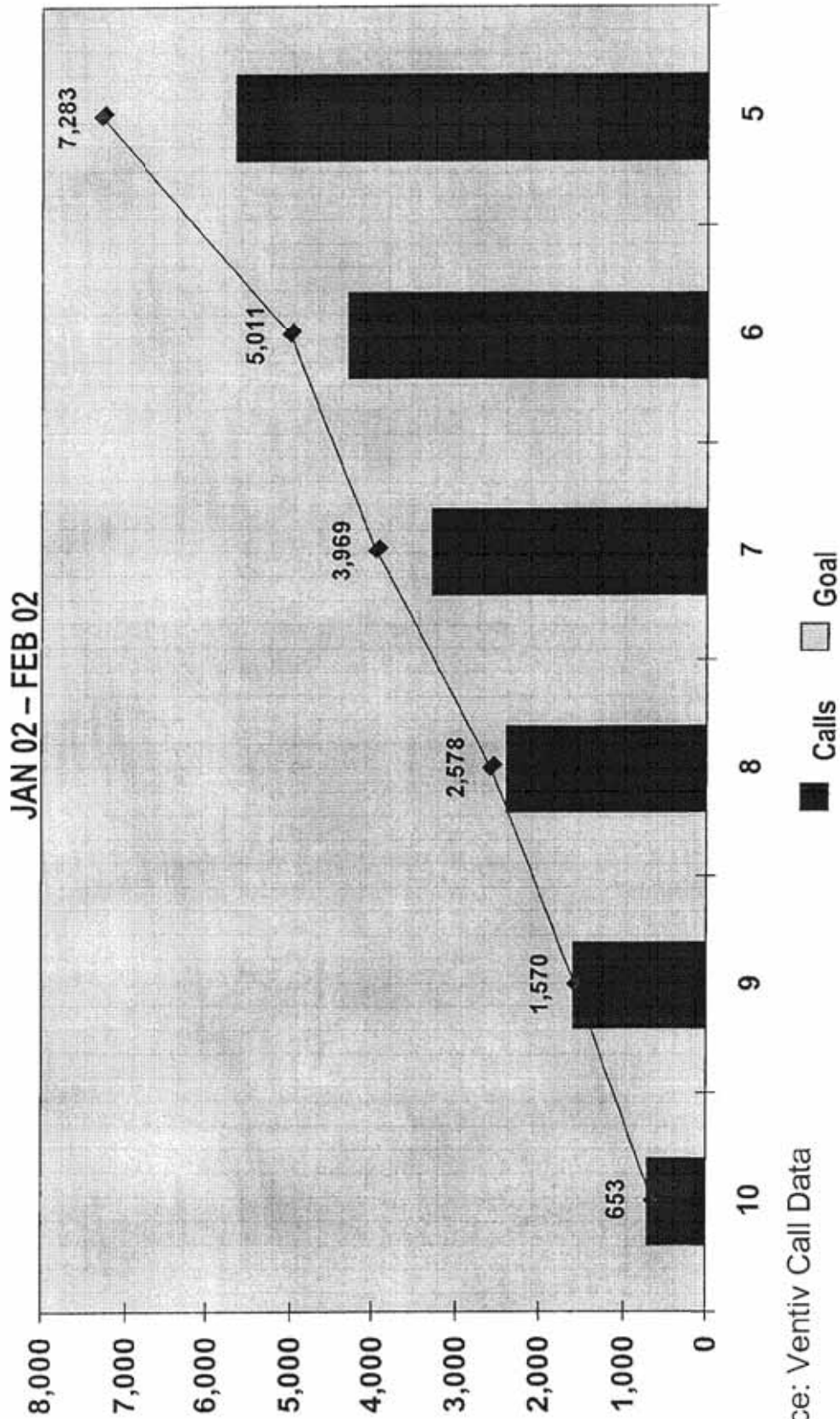
Sales Force – Universe
National Level Promotional Trends
Percocet 325 – Percent Reach to Decile – YTD

Strictly Confidential and Proprietary

Source: Ventiv Call Data

Sales Force
National Level Promotional Trends
Percocet 325 – Calls and Call Goals by Decile

JAN 02 – FEB 02

Decile values (Calls line): 10: 653, 9: 1,570, 8: 2,578, 7: 3,969, 6: 5,011, 5: 7,283
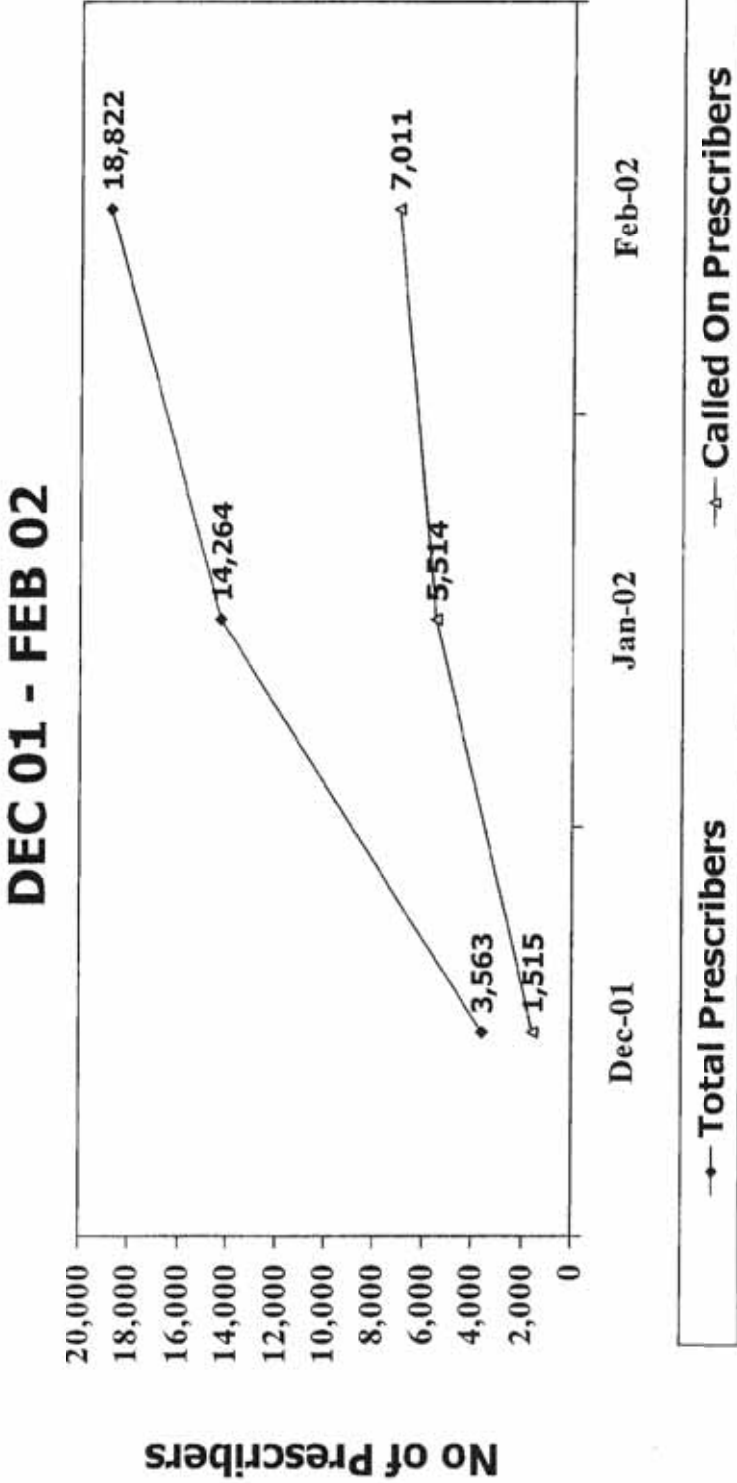
Legend: ■ Calls   □ Goal

Source: Ventiv Call Data

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Sales Force
National Level Prescriber Trends
Percocet 325– Prescriber Trends

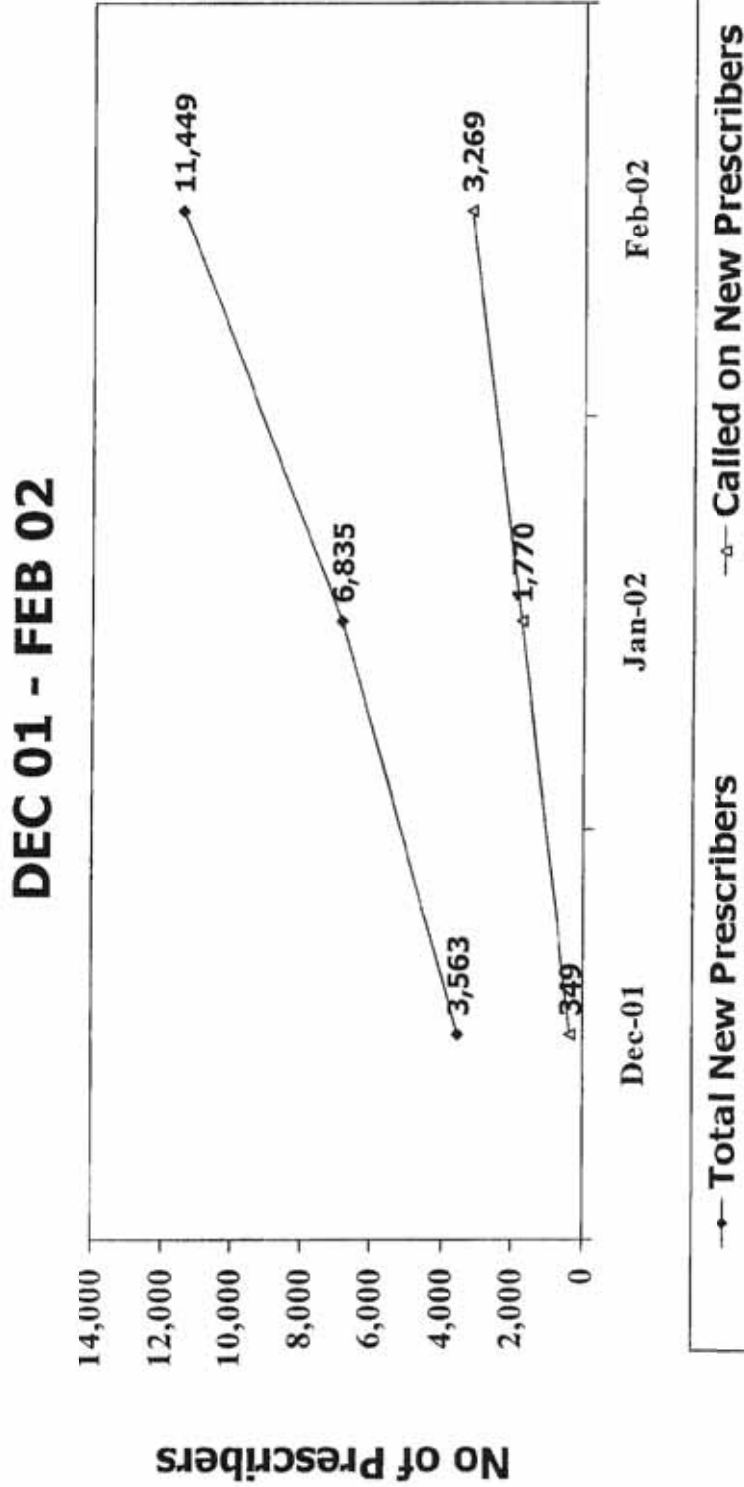## DEC 01 - FEB 02

No of Prescribers

- Total Prescribers
- Called On Prescribers

Source: IMS – Xponent

Note: Does not include PR or Mes 96-99

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Sales Force
National Level Prescriber Trends
Percocet 325 – New Prescriber Trends

DEC 01 - FEB 02

Source: IMS – Xponent

Note: Does not include PR or Mes 96-99

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Sales Force
National Level Prescriber Trends
Percocet 325– New Prescriber TRX Trends

DEC 01 – FEB 02

Source: IMS – Xponent

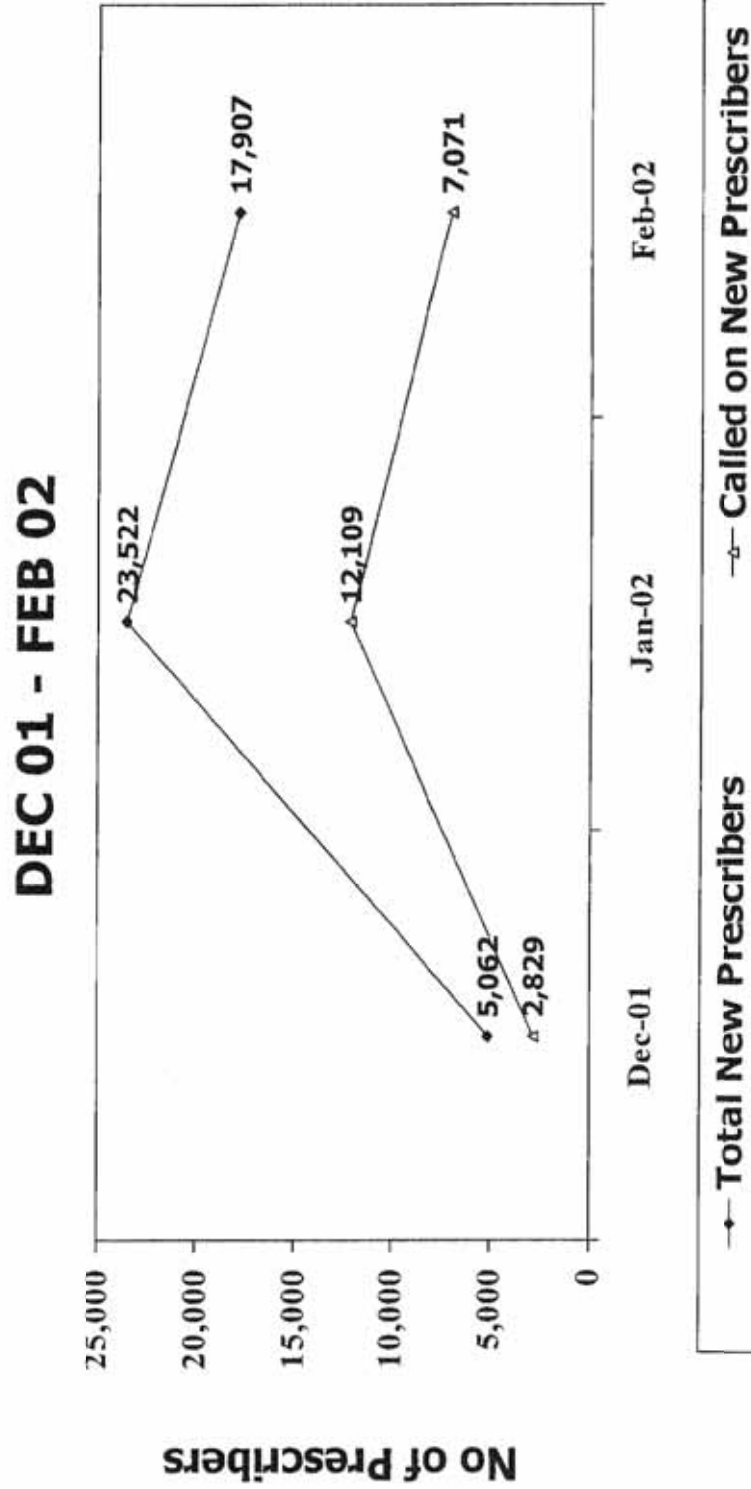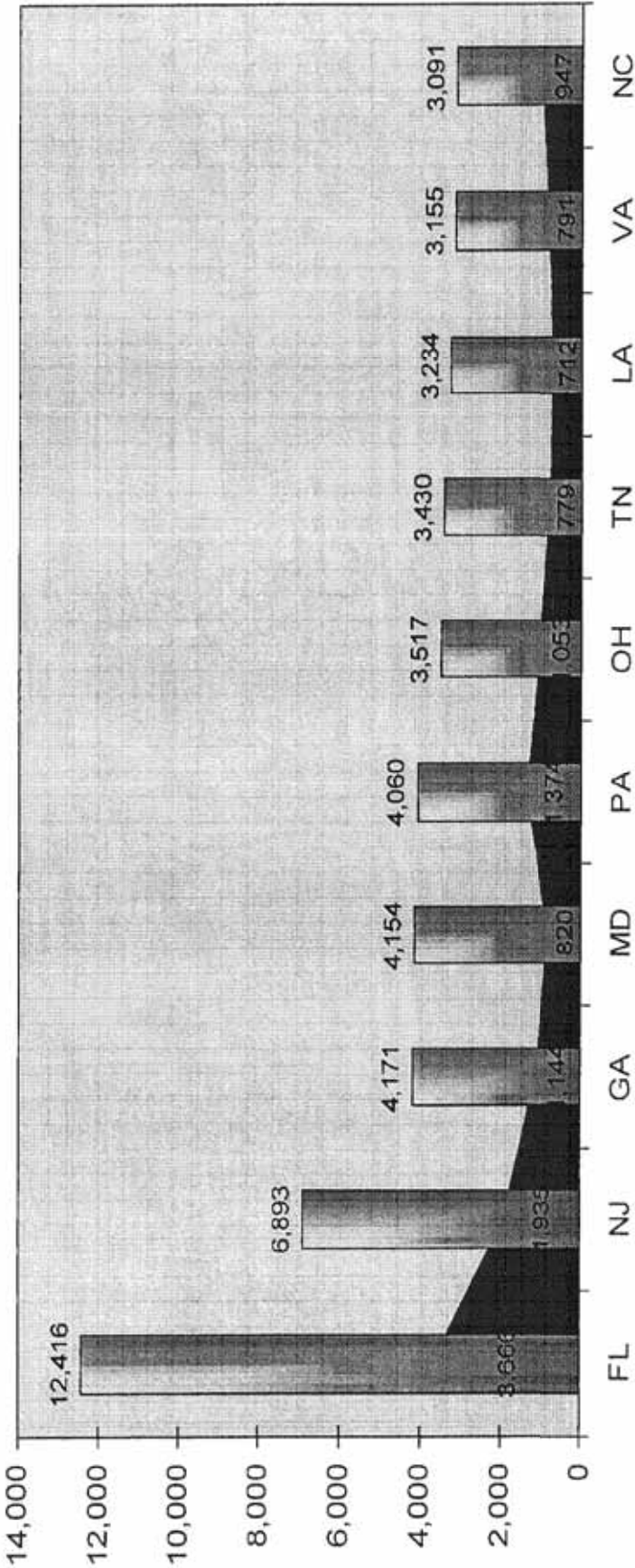Note: Does not include PR or Mes 96-99

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Sales Force
National Level Prescriber Trends
Percocet 325 TRXs – Prescribers by Top Ten State

Florida is the leading state in Percocet 325 TRX volume at 12,416 YTD Feb 02. This is an 80% increase over the second highest state, NJ (6,893 TRXs).
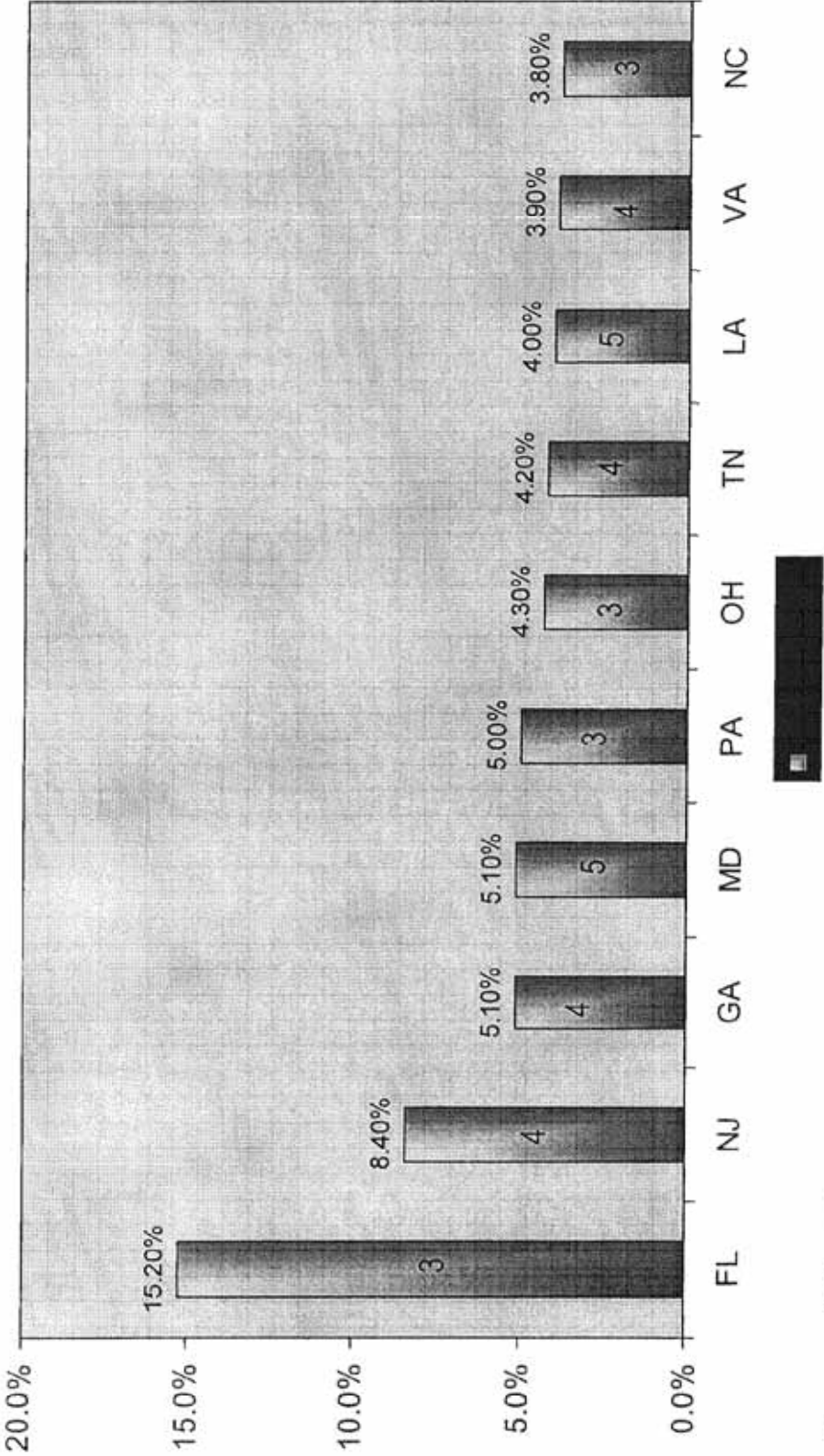

Source: IMS – Xponent

Note: Does not include PR or Mes 96-99

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Sales Force
National Level Prescriber Trends
Percocet 325 TRXs – Prescribers by Top Ten State

State	Value	%
FL	3	15.20%
NJ	4	8.40%
GA	4	5.10%
MD	5	5.10%
PA	3	5.00%
OH	3	4.30%
TN	4	4.20%
LA	5	4.00%
VA	4	3.90%
NC	3	3.80%

Source: IMS – Xponent

Note: Does not include PR or Mes 96-99

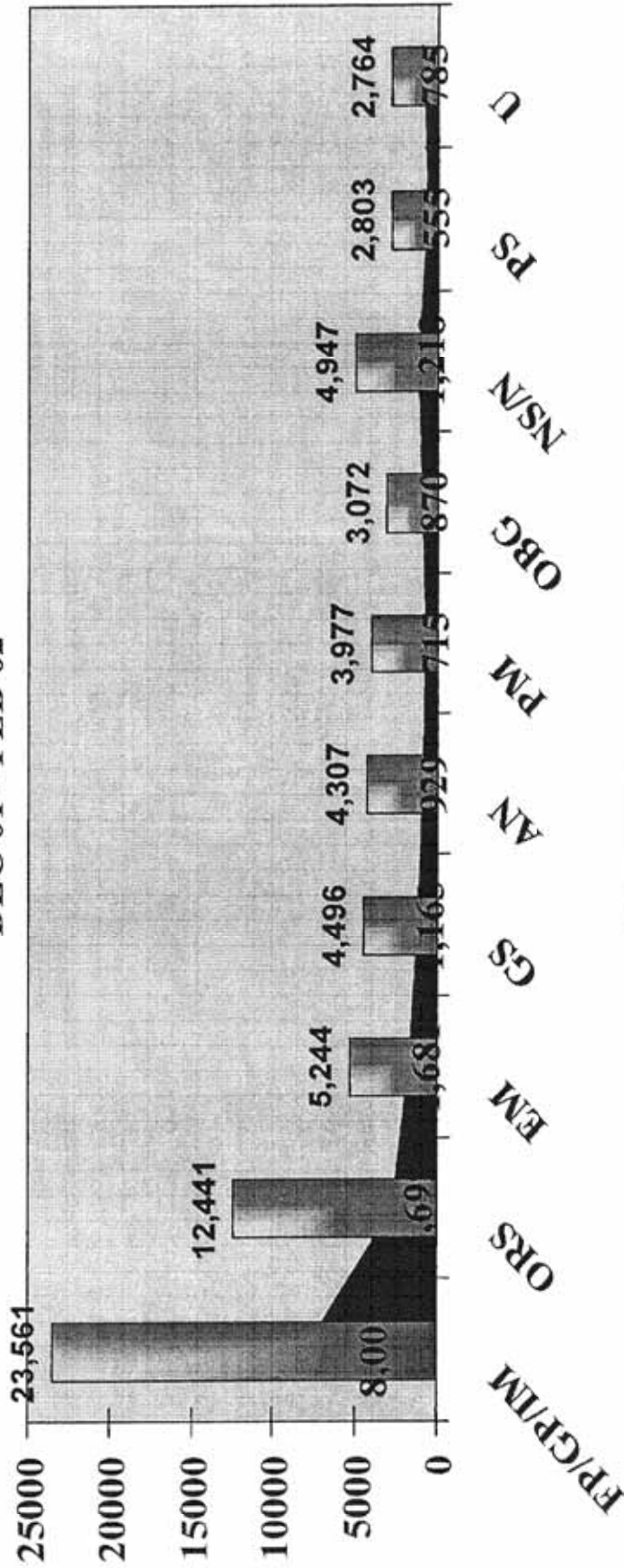Strictly Confidential and Proprietary

Sales Force
National Level Prescriber Trends
Percocet 325 TRXs – Prescribers by Top Ten Specialty

PCP continue to be the largest prescribers of Percocet. They have translated that over to Percocet 325 prescribing writing 23,561 TRXs YTD Feb 02. However, PM, AN, ORS average 5-6 TRXs/phys and PCPs avg 3.

DEC 01 - FEB 02

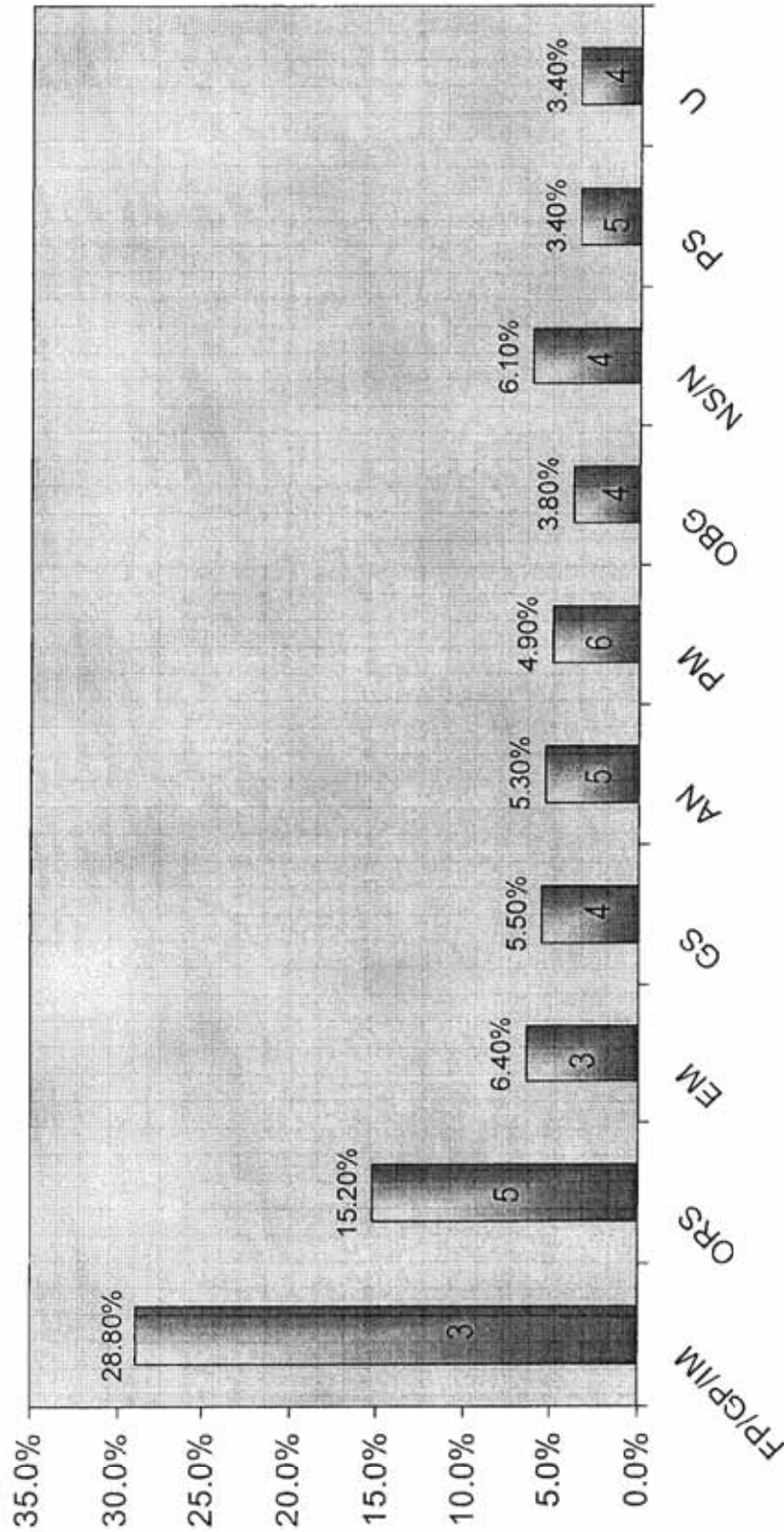| Specialty	TRXs
FP/GP/IM	23,561 / 8,00
ORS	12,441 / 6,69
EM	5,244 / 6,68
GS	4,496 / 1,16
AN	4,307 / 929
PM	3,977 / 715
OBG	3,072 / 870
NSN	4,947 / 210
PS	2,803 / 555
U	2,764 / 785

Source: IMS – Xponent

Note: Does not include PR or Mes 96-99

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Sales Force National Level Prescriber Trends Percocet 325 TRXs – Prescribers by Top Ten Specialty

Specialty	Value
FP/GP/IM	28.80% (3)
ORS	15.20% (5)
EM	6.40% (3)
GS	5.50% (4)
AN	5.30% (5)
PM	4.90% (6)
OBG	3.80% (4)
NSN	6.10% (4)
PS	3.40% (5)
U	3.40% (4)

Source: IMS – Xponent

Note: Does not include PR or Mes 96-99

Strictly Confidential and Proprietary

Overall Promotion Trend
Calls vs Goal
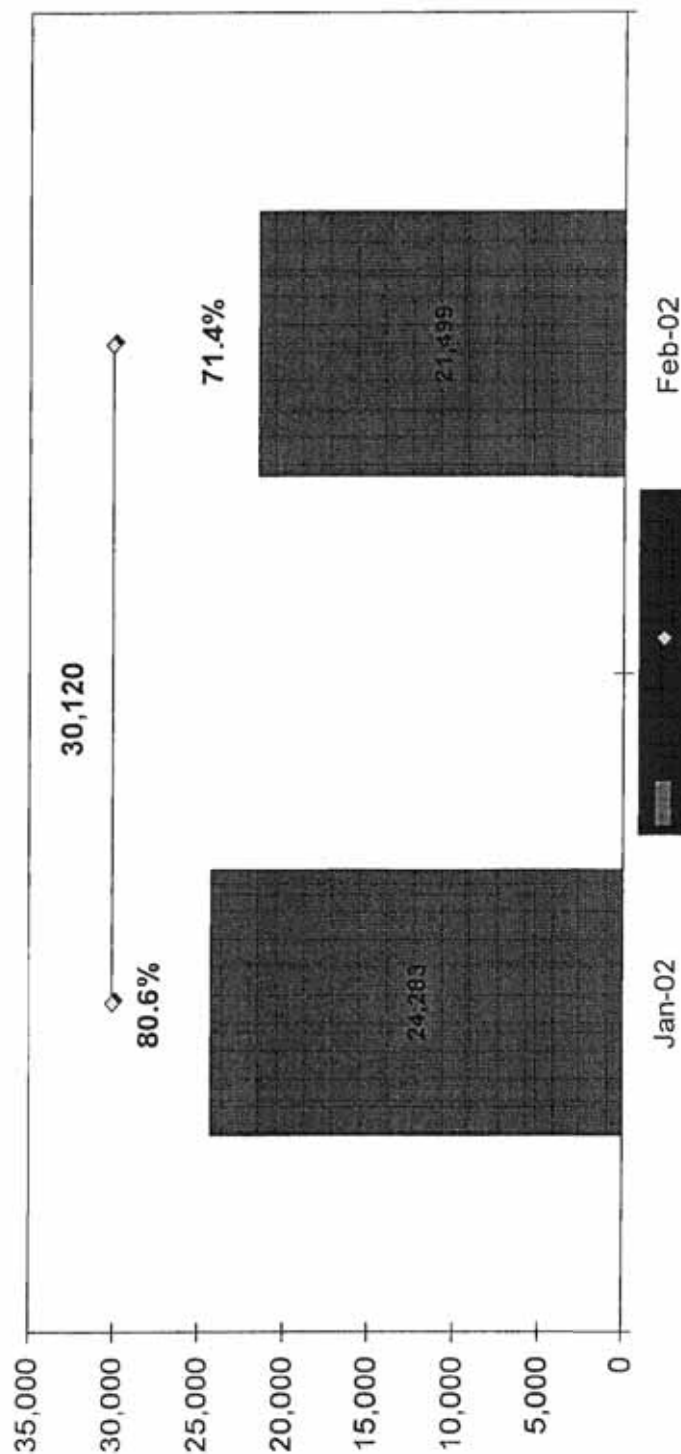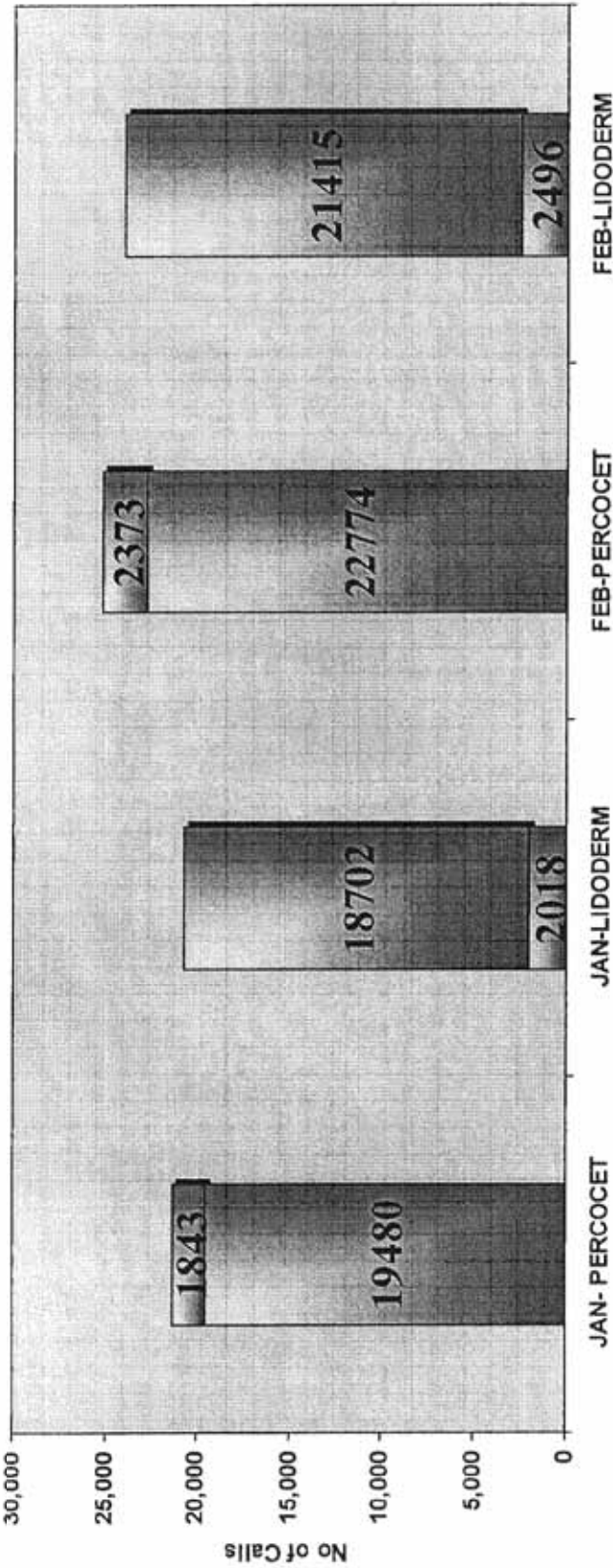

Source: IMS – Xponent

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Overall Promotion Trend
Detail vs Month

JAN 02 - FEB 02

No of Calls chart:

Category	Value
JAN- PERCOCET	1843 / 19480
JAN-LIDODERM	18702 / 2018
FEB-PERCOCET	2373 / 22774
FEB-LIDODERM	21415 / 2496

Y-axis: No of Calls (0, 5,000, 10,000, 15,000, 20,000, 25,000, 30,000)

Source: IMS – Xponent
Ventiv Call Data

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